

Saturday, January 30  
Sunday, January 31  
Monday, February 1  
Tuesday, February 2

Max. Min.  
82 47  
85 62  
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84 63

# The Desert Sun

and PALM SPRINGS NEWS

Published  
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VOL. XXVII, NO. 48

3 Sections — 20 Pages

Palm Springs, California, Thursday, February 4, 1954

Single Copy 10c



(Desert Sun Photo)

**ACQUIRING SUN TAN** — Abel and Grace Green (he has been editor of Variety for 20 years) are pictured by the swimming pool at La Serena, where they have been working at acquiring an excellent sun tan before returning to New York. Results have been excellent so far in the brilliant sunlight which has bathed the Village the past week.

## VARIETY EDITOR SAYS JOLSON OUTRANKED ALL

By DON KLOTZBUECHER

Al Jolson—the top performer of all time!

This is the selection of Abel Green, editor of Variety—the "bible of show business"—who for more than 20 years has personally known the outstanding performers, and who has seen the unknowns arrive at stardom with a few remaining at the top and the others flit out as soon as their followers found someone new to capture their attention.

The selection will no doubt create argument among show people, and also the average person who has selected his favorite from among the personalities he has seen or heard in the entertainment world throughout his lifetime.

HIS ANSWER came along with a refusal to name the top five performers of all time.

"Jolson was the King, the one

man who could cause a person's spine to tingle every time he sang—he had that magic spark," the editor of Variety for 20 years stated.

"But to pick the five top performers would be impossible," he added. "There are top personalities for every phase of show business, and new stars in the television field are now joining the others in stage, screen, radio and vaudeville."

OVERNIGHT, he explained, some new personality could reach stardom, and with the humor for which he is noted Green cited Marilyn Monroe who he said "had two of everything." And, as an after thought, he added, "I'm in favor of every woman having two of everything."

"It's impossible to answer the

See VARIETY, Page 6 A

## Plan Immediate Action on Quarter Horse Racing Plant

Construction of the quarter-horse race track will start at once if the Desert Turf Club is granted a racing permit by the California Horse Racing Board following the public hearing at the American Legion Hall February 15, President Frank Bogert announced today.

The hearing on the proposed quarter-horse track will precede by one day the public hearing on the thoroughbred track proposed by the Palm Springs Turf Club.

COMPLETION of the quarter-horse track construction is scheduled for October 1, with races to be held during the last

part of November and the first part of December.

The track, to be located at 39009 Del Sol road, eight miles south and east of Palm Springs, will cost \$875,000, including the land. It will provide additional facilities for quarter-horse racing now available only at the Los Alamitos track, as well as furnish facilities for a vast amount of other types of entertainment for Palm Springs residents and visitors, Bogert said.

THE PLANNED TRACK will include approximately 240 acres of land, stables for 400 horses, receiving barn, 40 tack rooms

See RACING, Page 5 A

## Gamble Named to Head '54 United Fund Campaign Here

Appointment of Joe Gamble to head organization of the United Fund appeal in 1954-55 was announced yesterday by

August G. (Gus) Kettmann, president of the Palm Springs Community Chest.

Board of directors of the Community Chest recently voted unanimously to adopt the United Fund campaign plan which has been successful in many cities after a survey which indicated wide support for the idea.

"JOE GAMBLE has wide experience in such organizational efforts and we are fortunate that he saw fit to accept this pioneering task. We hope to wrap up the 20 to 30 appeals made each season in a single solicitation. I'm sure the merchants, hotelmen and residents will be grateful."

Gamble's appointment comes at the close of the 1953-54 campaign to raise \$35,000 to support the six agencies—Boys Club, Youth Center, Welfare and Friendly Aid, Desert Museum, Boy Scouts and Girl Scouts—which are handled by the Chest.

KETTMAUN ANNOUNCED that in excess of \$31,000 has been collected and was hopeful that the effort will be "over the top."

See CHEST, Page 2 A

## Turn to Page 2b for "Corner" and "This Side" Today

Front page look a bit different?

That's because The Desert Sun is today inaugurating a new style for the convenience of its readers.

To provide more room on Page One for important local news and pictures, the features which have been regularly here—Oliver B. Jaynes' "Publisher's Corner" and R. F. (Phat) Graettinger's "This Side of the Sun" will be found today on a new page where most of the regular columns and features will be grouped.

So, for the "Publisher's Corner" and "This Side of the Sun" as well as other features, turn to Page 2b today.

# Rodeo of Champions this Weekend



(Desert Sun Photo)

**LEGION BRASS** — Top figures in the American Legion were in Palm Springs Sunday for the Fifth Area caucus held at World Wars Memorial Hall. Left to right above, Lewis K. Gough, past national commander; Mary Jo Black, area vice commander for women; William R. Burke, Department of California commander; R. Pete Ostrander, Fifth Area vice commander.

## World Champion Riders Here for Weekend Rodeo

The Rodeo of Champions!

This title can easily be applied to the fourteenth annual Palm Springs Rodeo, this Saturday and Sunday. General Chairman John Hollinger said today.

World champion cowboys of 1953, together with those from the past 10 years, have entered the various events to be held at the Polo Grounds, starting at 1:30 p. m., both Saturday and Sunday.

THE PALM SPRINGS Rodeo is the first of the year to be sanctioned by the Rodeo Cowboys Association, and besides the thousands of dollars in prize money, the cowboy can start compiling points for the world titles.

Starting the celebration will be the parade Saturday down Palm Canyon drive, starting at 10:30 a. m., from the former grounds at El Mirador Hotel. Line of march will continue down Palm Canyon to Ramon road, and then to the Polo Grounds.

A RECORD NUMBER of entries in the colorful pageant is reported by Parade Chairman Warren Coble, who also is captain of the sponsoring Palm Springs Mounted Police.

More than 2,000 prize horses will be featured. Other top attractions are the Palm Springs, Perris and Hemet high school bands, and five drum majorette groups.

Dale Robertson, noted movie star, is parade marshal. Judges will be Shirlee Cooper and Jimmie Rogers Bernard, both outstanding.

See RODEO, Page 2 A

## Today Final Day for Auto Registrations

Don't forget—today is the last day to renew automobile registration and get your 1954 tab without paying an extra penalty.

State department of motor vehicle officials warned that penalties start at midnight tonight.

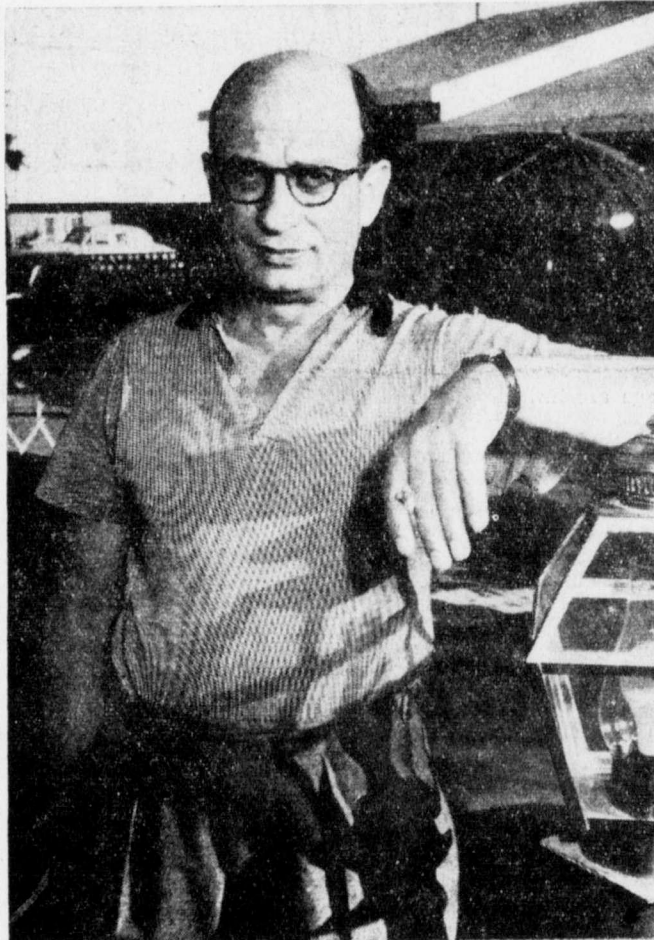
At the Bank of America where license renewals are available here and at automobile club offices, lines of late comers are expected.

## What Is Communism?

Only enlightenment will defeat communism in America. Keep posted on what is going on — learn to recognize a communist or communistic activity. Read the series on "What is Communism" by Dr. John R. Lechner which will be run in the next five issues of The Desert Sun and start with this issue on page 1B.

Dr. Lechner is known to many people in Palm Springs having addressed civic groups here over a period of two decades. He is one of the nation's leading authorities on subversive propaganda and activities. He has addressed over 12,000 civic and patriotic groups in this country and has written many articles and pamphlets on communism.

Dr. Lechner is a graduate of Dennison (Ohio) University, the University of Pennsylvania, and Crozer Theological Seminary, majoring in political science and theology.



(Desert Sun Photo)

**RELAXING IN VILLAGE** — Harry Shulman, dean of Yale University Law School and one of the most sought-after labor arbitrators of the country, and his wife, Ria, are vacationing at The Nooks Hotel while he has been hearing labor cases on the West Coast, and preparing decisions on other cases.

## Noted Labor Arbiter Here for Rest and Deliberations

"The Case of the Woman in Red Slacks."

The title sounds like a popular mystery novel series, but actually is one of the most widely quoted labor arbitration decisions on record, with the arbitrator, Harry Shulman and his wife, Ria, vacationing at The Nooks Hotel while he relaxes and completes decisions on several current cases.

Shulman is one of the most sought-after labor arbitrators in the country, but this is only a "spare time occupation." He recently was named Dean of the Yale University Law school at New Haven, Connecticut, where he has served on the faculty since 1930.

HE HAS SERVED as arbitrator in labor decisions involving up to \$8,000,000, but the one for

which Shulman will be remembered by the public is "The Red Slacks" case.

It involved a Ford Motor company woman worker who was docked a half-hour's pay for distracting the men by the color of her costume. Shulman ruled that the money must be restored because the company did not object to green slacks and "it is

See ARBITER, Page 6 A

## Paul Hoffman to Address Clubs

Paul Hoffman, Village resident and international authority on economics, will address the Palm Springs Lions club and members of other service clubs Thursday, February 11, 1954 at the Chi Chi restaurant.

It was announced today by President Harold West.

Presently serving as chairman of the board of directors of Studebaker corporation, Hoffman is past president of the Ford Foundation and former chairman of the Economics Cooperation Administration (better known as the ECA) in addition to other distinguished positions.

President West has invited other service clubs and their members to meet with the Lions to hear Hoffman at the weekly luncheon. Gus Kettmann will be chairman of the day.



**WINNER AND MONEY** — Fred Haas, Jr., winner of Thunderbird's \$15,000 PGA approved tournament, is looking at his \$2,000 check with awe and delight, and well he might for it took sensational playing on the last three holes to take first place.

## Red Cross Goal for Village Drive Set at \$15,000

Howard Morris, chairman of the Palm Springs March fund drive for the American Red Cross, announced the 1954 goal as \$15,000, at a luncheon for team captains and the press at The Tennis Club Tuesday noon.

Mary Ellen Pangle, of the Riverside County Chapter of American Red Cross, told the group that this year's slogan is "Answer the Call—Join and Serve."

Telling of the continuing need for an overseas recreation program, Miss Pangle also gave the case history of how the Red Cross handles a typical home service case.

Advance gifts chairmen are Mrs. Edwin Janss and Oliver Jaynes. Residence and business chairmen are Lynn Jennings

See RED CROSS, Page 7a

## Records Fall in Tourney at Thunderbird

Championship golf ended its week's reign at Thunderbird Country club Sunday, with Fred Haas, Jr., taking the \$2,000 first prize money with a sensational 72-hole total of 268, 20 strokes under par.

Equal to the record-breaking golf was the gallery attendance which reached an all-time high for desert golf events of 13,500 for the four days of play.

AND PERHAPS even greater than the golf was the complete coverage given the \$15,000 PGA approved tournament. Every major news service, AP, UP and INS, plus Time and Life magazines, Bell Syndicate, Long Beach, San Diego, Oakland and Los Angeles newspapers, four television stations, three newsreels and a movie company were represented by one or more persons.

Haas came through on the

See GOLF, Page 5 A

## Finger Printing Measure Given Initial Reading

Council held the first reading of a fingerprint ordinance Tuesday evening, which will make it required by law for transient workers in hotels and apartments, night clubs, restaurants, domestic help and gardeners to be fingerprinted.

The plan, prepared by Police Chief John S. Davis and recommended by the Retail Merchants Division of the Chamber of Commerce, will make it possible for processing of all fingerprints by other law enforcement agencies. Under the voluntary system now in effect sponsored by the Employers association, fingerprints are processed only when needed for investigation.

Fingerprinting, besides providing for better law enforcement control, also furnishes identification in case of accidents, it was pointed out.

## HICKS AND STREBE AGAIN APPOINTED CO-CHAIRMEN OF '54 DESERT CIRCUS

Milt Hicks and George Strebe have accepted reappointment as co-chairmen of the Desert Circus for 1954, President Adrian Rosen announced today.

The two men were very successful in their staging of the 1953 celebration, raising more than \$12,000 for charity, Rosen said, and added that "we are very fortunate that they will be in charge of the 1954 event."

Next meeting of the Desert Circus committee, composed of representatives of all civic organizations, will be Thursday evening, February 11.

The group will select a theme, with the proposed theme, "The Living Desert," gaining support every day, Rosen said.

Dates for the 1954 Desert Circus are April 22, 23, 24 and 25.

## Gridiron Dinner Reset for March

First annual Press-Gridiron party sponsored by the Retail Merchants Division of the Palm Springs Chamber of Commerce will be held in March instead of February 25 as originally announced, Chairman Adrian Rosen announced.

Larry Quinn has been named chairman of the event, which will be held in the Chi Chi Blue Room.



**CO-CHAIRMEN** — George Strebe, left, and Milt Hicks have accepted reappointment as co-chairmen of the 1954 Desert Circus. President Adrian Rosen announced. The two men were responsible for one of the most successful Desert Circuses in its history last year.



## Lads Convinced California Better Place to Reside

A trip to Miami, Florida, ended in Palm Springs Monday afternoon, with the Village police convincing the two teenage youths that California was a better place to spend the Winter than Florida.

Sgt. Durman Ordway noticed the two boys walking along Indian avenue, and stopped them for questioning. They said that they had lost their bus tickets, but when taken to the police station admitted that they had run away from their Los Angeles homes.

The youths were transferred to Riverside juvenile hall in the afternoon.

From Page 1—MORE ABOUT

## CHEST

top" by February 15. Considerable difficulty has been experienced in past years bringing the campaign to a successful conclusion.

This year the drive has been handled almost entirely by mail with Stan Rosin, Chest vice-president and hotelman, directing what has been described as an "advance gifts" solicitation.

"AFTER THIS WEEK we hope have to start personal solicitation of all persons who have not responded to the letter appeal," Kettmann said. The campaign to date has been conducted entirely by letter with a personal solicitation planned only as a last-minute nature.

"The few who have not responded have forced us to extend the campaign beyond our original deadline," the president continued. "We now appeal to those persons to send in their checks immediately, so that the campaign may be concluded without the personal contact feature."

KETTANN, at the Mayor's Coordinating Council, last week, cited the importance of reaching the goal this year. Besides the need for the funds, the minimum set by each agency, the directors have voted to adopt a United Appeal next year, he told the civic leaders present.

In order to make the United Appeal successful by combining all fund drives of charitable organizations, Palm Springs must first show that it can support its own private fund drive for its six agencies, Kettmann said.

## Calle Encilia

First Job Under District Finished

(Photo on Page 3B)

Construction of concrete curbs and gutters and placing a hot plant mix pavement on Calle Encilia, the first 1911 improvement act district to be completed, cost \$4.21 per front foot or \$8.42 per lineal foot, Public Works Director John Keefe reported today.

This means an average cost per property owner of \$252, or \$78 less than the original estimate, Keefe said.

The Calle Encilia project was the third proposed in the city under the Improvement Act of 1911, but was the first to be started. The other two were protested and the petitioners were defeated in their request.

## PIANOS

by Kimball, Gulbransen Kohler & Campbell

Many styles and finishes for your selection

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233 CAJON STREET  
Redlands 4-6891

## PALM VALLEY SCHOOL

SECOND SEMESTER OPENS FEB. 1ST  
A Private Day School  
for Boys and Girls



- Grades 7 to 12 — Small Classes
- Individual Attention
- Monthly Enrollments
- Co-Educational

Highly Experienced Staff of Teachers  
Swimming — Supervised Athletic Program

Transportation Provided

Located four miles east of Palm Springs off Highway 111.

J. Blake Field, Director  
HARVARD, A.B., M.A.

P.O. Box 519 Tel. 8-4472 Palm Springs



ACTION AND THRILLS — Excitement galore is promised spectators at the Palm Springs Rodeo this Saturday and Sunday at the Polo Grounds, starting at 1:30 p.m. both days. Above is an action photo taken last year. Championship cowboys from throughout the nation have entered the event, and advance ticket sales are the greatest in the Palm Springs Mounted Police sponsored Rodeo's 14 year history.

From Page 1—MORE ABOUT

## RODEO

standing horsewomen, and announcers along the line of march will be Frank Bogert, Johnny Boyle, Cliff Campbell and Ernie Andrade.

THE RODEO, besides featuring competition in saddle and bareback bronc riding, Brahma bull riding, calf roping, team roping, steer wrestling and a cutting horse event, will be highlighted by the trick riding and roping by such noted rodeo performers as Pat North, Donna Hall, the Valkyries and Buff Brady.

Announcer at the Rodeo both days will be Chuck Parkinson, and arena director will be Andy Jaurugui.

Keta Boyer, noted desert area horsewoman, is Rodeo Queen and will reign over all events.

THE ANNUAL "Bronc Busters Ball" sponsored by Los Compadres will be the social highlight of the celebration, with the public invited to the dance Saturday night at Los Compadres clubhouse.

Proceeds from the Rodeo are used to purchase emergency and rescue equipment for the Mounted Police.

## Award Contract on Calle Abnonia

J&S Paving company was awarded the contract for paving Calle Abnonia, under the 1911 Improvement Act, following the opening of bids by city council Tuesday evening. Their low bid was \$4,077.50.

Five bids were received, with the others ranging from \$4,782.96 to \$6,972.19.

## Annual Yo Yo Contest to be Held February 13, 20

Second annual Palm Springs YO-YO contest to be sponsored by the City Recreation Department and Youth Center will be held two Saturdays, February 13 and 20, Directors Howard Haddock and Ted McKinney announced.

The dates had been set for

## Final Lecture in Series Tonight

Fourth and final lecture in the series being conducted by the Evening high school will be held tonight at 8 p.m. at Frances Stevens school.

Dr. Arthur L. Beltz who has been heard in three previous lectures will speak on "How to Grow Old and Like It."

The talks are free to the public. Chester Sproule, Evening high school principal, said.

## New 1954 Cars for Hertz Fleet

Edgar L. McCoubrey, manager of the Hertz Drive-It-Yourself system in Palm Springs said this week he has received new 1954 Chevrolet which are available for rental by the day or week.

The new automobiles are part of the 16,000 car Hertz fleet operated in 580 cities throughout the country. McCoubrey said two-thirds of the fleet will consist of new models by June, and said that Hertz offices in resort areas will have '54 models, including Cadillacs, Pontiacs, and Chevrolets, this year. He said Hertz opened 40 new operations last year and increased its fleet by more than 2,000 cars. The Hertz system operates in the United States, Canada, Alaska, Hawaii, Cuba, Mexico, the Virgin Islands, England, Switzerland, and Ireland.

one week earlier, but were changed when notice was received here that the district contest at Pomona would be held February 27.

Boys and girls up to 15 years of age are invited to compete, from 1 to 5 p.m., each Saturday. Two winners will be given free trips to Pomona, and have a chance for the state finals at San Diego.

Numerous prizes are offered to the two winners, as well as other division winners locally. Sponsor of the state contest is the Duncan Meter Corporation.

Entry is free, and instruction sheets for practice purposes may be obtained at the city offices, Youth Center and the Katherine Finchy school.

## The Desert Sun and PALM SPRINGS NEWS

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PALM SPRINGS, CALIFORNIA

## Nellie Lutchter Delighting Saddle and Sirloin Throngs

Society turned out en masse for the opening night appearance of Nellie Lutchter, tabbed as "That Real Gone Gal" at the Saddle and Sirloin Monday night.

Dave Lyons no doubt picked himself a winner when he booked the colored lass with the Scotch burr in her voice for a limited engagement at his famed night spot.

Throughout her performance Monday night, the packed room

aid enthusiastic attention to the song renditions of this Nellie Lutchter who has thrilled thousands across the nation.

Accompanied by a bass and drums and playing her own piano accompaniment the entertainer was a brilliant hit in her first appearance in Palm Springs.

She sang everything from those hot mama tunes, some of them of her own composition, to tear jerkers.

## Village District Leads County in January Building

R. S. Lindelef, county building inspector, reported that construction in unincorporated areas of the county showed a sharp increase in January with the Palm Springs school district, including all the area from Desert Hot Springs to Thousand Palms and Rancho Mirage but not including the area within the city limits, topping the county in new building.

The total for January in the school district was \$219,630, far ahead of any other school district in the county.

Activity in the Palm Springs area was even greater for the school district total does not include the Palm Desert area which was lumped with the Indian district.

## Greater Stress on Family Life Education Asked

Revitalized education for family life was the main theme when almost 150 delegates from school faculties, student bodies and Parent Teacher associations from all parts of Riverside county met Saturday at Palm Springs high school.

Round table discussion brought out that education toward a more rounded family life need not include new courses, but inclusion into present courses.

The meeting was the annual gathering of Riverside County Secondary School conference and Mrs. Joel Sedgewick of Riverside was moderator for the round table discussion.

Principal Henry Greeley of Palm Spring high school opened the sessions with an address of welcome to the delegates.

## Scout Week

Local Council Prepares Plans

Palm Springs Boy Scout council is busy on plans for the observance of Boy Scout Week, which starts February 6 and continues until February 13. Heading the local planning is Carl G. Lykken, county Council president and Jacques Crommelin, chairman of the Palm Springs district.

Window displays by the Scouts will be judged Monday. They have been placed in various store windows in the Village.

Sunday will be Church Day when Scouts in full uniform will attend the church of their choice.

Tonight at 6:30 a Court of Honor will be held at Katherine Finchy school preceded by a dinner. Sam Barnes, advancement chairman, will be assisted by Mel Pyle, Robert Morris, Jacques Crommelin, Harry Hill and Claude Chapin in the program.

Next meeting of the Palm Springs Boy Scout council will be held at Frances Stevens school on February 16.

## INSPECTION TOUR

City council will visit the police and fire stations Monday morning, as a part of the monthly inspection tour of city facilities and projects under discussion.

The Desert Sun—2¢ and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, February 4, 1954

## Fox Theatre Banning

Wed., Thurs., Fri., Sat. February 3-4-5-6

"Paratrooper"

"Charge of the Lancers"

Sun. Mon. Tues. Wed. Thurs. February 7-8-9-10-11

Terry Moore

Robert Wagner

"Beneath the 12 Mile Reef"

CINEMASCOPE

Coming Feb. 12

"I Married a Millionaire"

## Retail Merchants to Meet Feb. 9

Retail Merchants division of the Palm Springs Chamber of Commerce will hold its next meeting at 7:30 p. m., Tuesday, February 9, in the Chamber offices, according to Chairman Adrian Rosen.

A general meeting of all merchants is also planned by the division for February 25, to plan "Easter promotion."

Hiway 111 Near Cathedral City Phone 8-4232

## SUNAIR DRIVE-IN Theatre

Sundays Showtime at Dark — Mon. thru Sat. at 6:45 P.M.

## NOW PLAYING

M-G-M's TREMENDOUS TECHNICOLOR TRIUMPH!

RUDYARD KIPLING'S KIM

starring ERROL FLYNN with DEAN JAGGER and STOCKWELL

— Co-Feature —

You've been robbed if you don't see M-G-M's roar-mantic comedy hit!

RED SKELTON

"THE GREAT DIAMOND ROBBERY"

— STARTING SUNDAY —

BOB HOPE in "HERE COME THE GIRLS"

also "DECAMERON NIGHTS" - in Technicolor

EARLY BIRD SHOW EVERY SUNDAY

Starts at Dusk Come Early Get Home Early



THEY LOVED HER SINGING — Nellie Lutchter played to a capacity house with standing room only at the Saddle and Sirloin when she opened at that night spot Monday evening.

EARLE C. STREBE THEATRES Phone 4384

## VILLAGE PALM SPRINGS

Doors open nightly — 5:45 Last show approx. 10 P.M.

Continuous Sundays from 1:45 Saturdays from 4 P.M.

Thursday, Friday, Saturday February 4-5-6

**BURT LANCASTER**  
"His Majesty O'Keefe"  
FILMED IN THE FIJI ISLANDS!  
JOAN RICE  
TECHNICOLOR

Starts Sunday February 7  
Jeff Chandler - Maureen O'Hara — "WAR ARROW"  
in Technicolor & Edward G. Robinson "THE GLASS WEB"

## PLAZA THEATRE

Doors open nightly 5:45 — Last show approximately — 9 P.M.

Thursday, Friday, Saturday February 4-5-6

HELD OVER! THE MOST EXCITING MOTION PICTURE EVENT OF 1954!

RITA HAYWORTH JOSE FERRER  
TURNS IT ON IN  
Miss Sadie Thompson  
Technicolor

Starts Sunday February 7

FOR THE FIRST TIME IN 3D  
DEAN JAGGER BERRY HERMAN  
MARTIN LEWIS  
DAMON RUNYON'S  
MONEY FROM HOME  
with MARIE MILLAR and PAT CROWLEY  
TECHNICOLOR

## EL PASEO THEATRE

Mon. thru Fri. shows 7 and 9 Continuous Saturday and Sunday from 2 P.M. PHONE 2448

Thursday, Friday, Saturday February 4-5-6

HELD OVER 4TH WEEK! LAST 3 DAYS!

Thurs.-Fri., 7 and 9 — Saturday continuous from 2 P.M.

Walt Disney's  
The LIVING DESERT  
First Feature-Length TRUE-LIFE ADVENTURE  
Printed by TECHNICOLOR  
Ben and Me  
A Cartoon Novelty  
Printed by TECHNICOLOR

Starts Sunday February 7

Continuous Sunday from 2 P.M. Week Day — 7 and 9:30 P.M. Regular Prices!

## "THE CONQUEST OF EVEREST"

Filmed as it happened! in Gorgeous Color by Technicolor! — EXTRA ADDED ATTRACTION —

SEE THE STARS OF YESTERDAY and Today

Clara Bow-Harold Lloyd-Pola Negri Mary Pickford Rudolph Valentino ...and hundreds more!



# Carnation Corner

BY  
June Goodie

CARNATION HOME  
SERVICE DIRECTOR



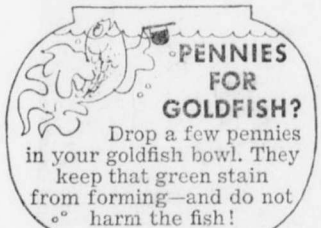
I like February, don't you? With Lincoln's and Washington's Birthdays and Valentine's Day — it's a red, white and blue month!

Right in the spirit of things, Carnation comes along with the most delicious Cherry Vanilla Ice Cream you ever tasted! Of course, it starts with that famous, satin-smooth Carnation de luxe Vanilla Ice Cream—but then the cherries are very special, too. They are finest, plumpest, choicest cherries, preserved in a secret Carnation way to bring out their greatest sweetness and flavor.

## Red and White Roundup

(Makes 8 servings)

1 package white cake mix  
2 pints Carnation Cherry Vanilla Ice Cream  
1 cup marshmallow topping  
Prepare your favorite cake mix and bake in 8"x12" loaf pan for time and temperature recommended on cake mix box. Cool, then slice into 2" squares. Cut each square in half to make two layers. Fill with Carnation Cherry Vanilla Ice Cream; top with second cake layer and pile more ice cream on top. Garnish with marshmallow topping and a maraschino cherry.



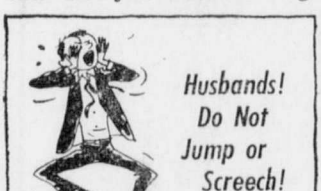
**PENNIES FOR GOLDFISH?**  
Drop a few pennies in your goldfish bowl. They keep that green stain from forming—and do not harm the fish!

## Father of Our Country



George Washington was a great one for keeping personal, hand-written records of all his household expenses. Listed in the Washington household inventories are such items as "Cream Machine for Making Ice Cream," and "Two Pewter Ice Cream Pots." It's easy to see our love of ice cream goes right back to our earliest days of independence!

**PARTY IDEA:** Carnation Cherry Vanilla Ice Cream is as pretty as it is delicious. A very simple "dress-up" idea for a patriotic party is to put a tiny American Flag (from the 10¢ store) atop each dish just before serving.



**Husbands! Do Not Jump or Screech!**  
We're talking about the family car! Jumping starts and screeching stops are very hard on tires. Tire statistics show that one 10-foot skid takes scores of miles off tire life.

**HOW TO BE POPULAR**  
(For Husbands and Wives)  
Treat the family, tonight, to new Carnation Cherry Vanilla Ice Cream! Remember — besides the regular-size cartons — Carnation Ice Creams also come now in half-gallon cartons — just right for parties.

The Desert Sun—3¢  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

## Slaughter Again Named Head of GOP Assembly

Warren Slaughter was re-elected president of Palm Springs Republican Assembly at an enthusiastic meeting Monday night at the Fiesta House on the Desert Inn Grounds.

Other officers elected were John Dill, first vice president; Melba Bennett, second vice president; J. S. Barnes, third vice president; Homer Hilton, recording secretary; Barbara McDonald, recording secretary; O. A. Torgerson, treasurer and Mrs. Ethel Whitehorn, public relations.

A full board of directors was also named.  
Lyle Newcomer, former Villager, now a Los Angeles attorney and state committeeman, addressed the group, emphasizing the importance of electing a senate favorable to President Eisenhower's program. He spoke on behalf of Senator Thomas Kuchel's candidacy for the U.S. senate.

## Deserter

Youth Says he's Marine AWOL

A 17-year-old youth who claimed to be a deserter from the Marine Base at Twenty-nine Palms was taken into custody by Palm Springs police last week, and later turned over to the base provost marshal.

The youth was found in the company of several high school youths who were "skipping" school for the day.  
This is the second time the youth has been arrested here on desertion charges. Police Chief John S. Davis reported.

## Collision

Accident Results in \$100 Damage

Damage estimated at \$100 was caused to vehicles driven by Edythe L. Lippey, 45, Los Angeles, and Ray H. Moss, Cathedral City, when they collided at the intersection of Vista Chino and Via Norte at 12:45 p. m. last week.  
Each driver told the investigating officer that they thought that the other driver was going to stop at the intersection.  
Damage to Miss Lippey's car was estimated at \$25, and to Moss' at \$75.

## Order Plans for Ramon Paving

Council Tuesday evening instructed Public Works Director John Keeffe to prepare final plans for paving and widening of Ramon road from the city limits to the high school, as the major street improvement for 1954 as financed by gas tax refunds.

The project was recommended by the city planning commission. Cost of providing a 30-foot pavement is estimated at \$52,000. Work will be done during the summer months.

## Munholland and Company

Over 50 Years Selling California Real Estate

2 BEDROOM furnished, near high school. \$9,200

New 2 bedroom, fireplace, BBQ, lanai, carport, 100' lot. \$13,600

LOVELY 3 bedroom, 3 bath. Will exchange for Los Angeles or Valley.

TOP LAS PALMAS AREA. 4 bedrooms, 3 baths. 3 year old lovely home. Carpets, drapes and beautiful yard. ESTATE SUBJECT TO COURT CONFIRMATION. \$42,000

3 UNITS and room for more, off Palm Canyon Drive. C-1 lot, center of town.

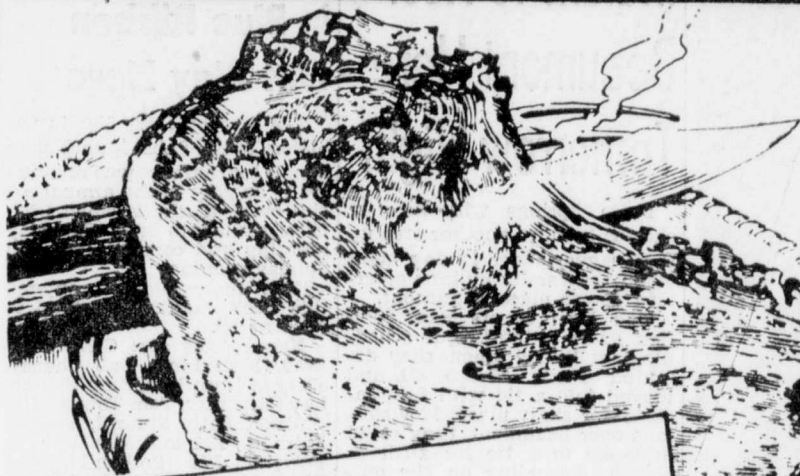
\$20,000. Easy terms CHOICE R-3 LOT. 170'x145' corner. Must be sold to settle estate. \$20,000 or submit 40 ACRES on paved highway near city, with water, gas, electricity and phone. \$450 per acre

Munholland Company

1059 N. Palm Canyon Dr. Phone 3673

ASSOCIATE BROKERS John C. Davis Earl Chamberlain

There's MORE tender meat... POUND for POUND... in this



# RIB ROAST from SAFEWAY

## IT'S U.S.D.A. CHOICE GRADE

Only U.S.D.A. CHOICE grade, Western-fed beef and lamb are sold at Safeway, assuring you juicy, tender, flavorful meats every time. It's the finest eating meat money can buy!

## IT'S AGED TO PERFECTION

From the West's largest, finest meat aging plant come Safeway meats. Here, under precise temperature and humidity control, meats are brought scientifically to that uniform tenderness you appreciate. Be sure, shop Safeway.

STANDING CUT  
7" LONG FROM  
FIRST FIVE RIBS

16.69¢



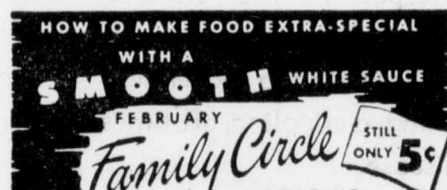
## WE, TOO, HATE HIGH COFFEE PRICES

They're bad for coffee users. And bad for us, too, because our business prospers most when we can offer all foods at low prices.  
Unfortunately we have no control over the high costs of green coffee imports which are forcing store prices up. Basically, they result from increased use of coffee and two years of small crops in Brazil. We hope prices will return to normal when the 1954 crop reaches market. In the meantime, we do have a suggestion which we hope you will find helpful.

HERE'S A WAY TO SAVE UP TO 17¢ PER POUND ON COFFEE AND STILL ENJOY TOP QUALITY:

Because Pennant, Airway and Nob Hill Coffees are packed in paper bags, they can be sold at several cents per pound less than vacuum-packed coffees. These popular blends are protected in the whole bean—Nature's own package—until you get them at Safeway. Then, you simply set our handy automatic grinder, empty the bag into the hopper, flip a switch, and smell the fragrant coffee as it pours back into the bag—fresh-ground, just the way you want it.  
Why not choose the blend that suits your family best and start enjoying top quality coffee at a real saving? Here are today's prices:

M.J.B. Coffee	1-lb. can	96¢
Vacuum pack. (2-lb. can, 1.90.)		
Edwards Coffee	1-lb. can	94¢
Vacuum pack. (2-lb. can, 1.86.)		
Nob Hill Coffee	1-lb. bag	90¢
Rich blend. (2-lb. bag, 1.79.)		
Airway Coffee	1-lb. bag	89¢
Mild mellow. (2-lb. bag, 1.74.)		
Pennant Coffee	1-lb. bag	79¢



SPRY SHORTENING		
1-lb. can	33¢	3-lb. can 89¢
COLGATE DENTAL CREAM		
With Gardol to protect your teeth.		
3 1/4-oz. tube	47¢	5-oz. tube 63¢
Values in Tooth Brushes		
Dr. West	Child size 29¢	Youth size 39¢
Tek	Choice of medium or hard bristles	each 29¢

PRICES EFFECTIVE THURS., FRI., SAT., FEB. 4, 5, 6, 1954, AT SAFEWAY STORES IN THIS AREA.

## CHUCK ROAST

From Shoulder of Western-fed, U.S.D.A. CHOICE BEEF. lb. 47¢  
Aged to perfection and fully trimmed. (Round Bone Cut, lb., 51¢)

## BOILING BEEF

U.S.D.A. CHOICE graded. A real value! lb. 15¢

## SHORT RIBS

Excellent to bake or braise. Look at the price! U.S.D.A. CHOICE gov't graded BEEF lb. 19¢

## Sliced Beef Liver

lb. 49¢

## Pork Sausage

PURE PORK 1-lb. roll 49¢

## Link Sausage

PURE PORK lb. 65¢

## Cod Fillets

Captain's Choice lb. 33¢

## Whiting

Captain's Choice 1 1/2-lb. pkg. 33¢

## CENTER BLADE CUTS

47¢

## PLATE MEAT

15¢

## U.S.D.A. CHOICE

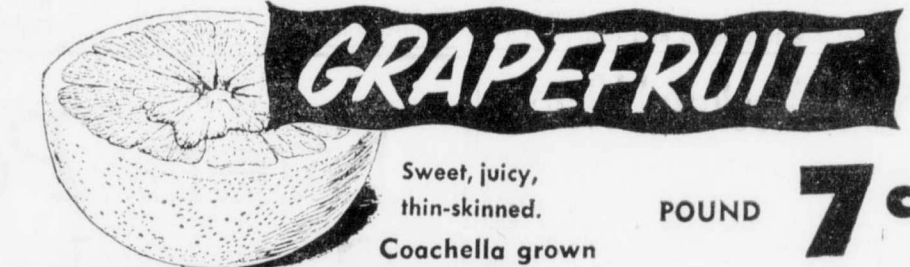
gov't graded BEEF lb. 19¢

## Grade A, Eviscerated,

Beltsville type. 4 to 7 lbs. in size, lb. 63¢

## GROUND BEEF

Tops in quality. Ground and packed in Visking. lb. 39¢



## FRESH CARROTS

Crisp, sweet. Tops have been removed. lb. 6¢

## FRESH DATES

Deglet Noor, Ready for mailing 3-LB. BOX 69¢

## Bonus Quality Milk

"Bonus quality" milk at no extra cost... that's what you get at Safeway through Lucerne's unusual farmer-dairy program. Try These Lucerne Milks Today!

Homogenized Milk	quart carton	20 1/2¢
Concentrated Milk	quart carton	50 1/2¢
Buttermilk	Churned Cultured quart carton	16¢
Nonfat Skim Milk	quart carton	12¢

Lucerne milk prices effective in Local Milk marketing area.



**Southern SPICE CAKE**  
Plump raisins, and a delicate blend of imported spices make this Curtsy "Home Ingredient" Cake a delight! Try it today! SPECIAL 27¢

## PEANUT BUTTER

Beverly brand, made from No. 1 peanuts. Choice of creamy or chunk grind.

12-oz. jar 29¢ 20-oz. jar 49¢

## MULTI-GRAIN BREAD

Made from 4 golden grains & honey. Delicious with standard loaf 22¢

## Slender-Way Bread

For special nylon deal see end seal on Slender-Way loaf. Std. loaf 24¢

## SAUERKRAUT

Stone Creek brand 2 16-oz. cans 25¢

## LIBBY TOMATO JUICE

Serve at breakfast 46-oz. can 23¢

## NIBLETS GOLDEN CORN

Vacuum packed Whole kernel 12-oz. can 16¢

## SLICED CHEESE

Dutch Mill brand, 8 slices, American, Swiss or pimiento 8-oz. pkg. 29¢

## CINCH CAKE MIX

White, Golden, Spice, Devil Fudge 17-oz. pkg. 33¢

## RED HEART DOG FOOD

A & B Diets 1-lb. can 27¢

## Preserves

Tea Garden brand 20-oz. jar 37¢

## White Corn Meal

Mammy Lou brand. (5-lb. bag, 47¢.) 40-oz. pkg. 29¢

## Yellow Corn Meal

Mammy Lou. (5-lb. bag, 41¢.) 40-oz. pkg. 27¢

## Long Spaghetti

Globe "A1" 12-oz. pkg. 19¢

## Beef Stew

Dinty Moore Brand 24-oz. can 45¢



## CHEER DETERGENT

19-oz. box 31¢ 51.3-oz. box 69¢

## WHITE MAGIC SOAP

Special deal. Save 20¢. 2 46-oz. pkgs. 86¢

## WHITE MAGIC BLEACH

half gallon bottle 23¢ gallon bottle 39¢

## Lipton's Tea

16-bag pkg. 21¢ 48-bag pkg. 58¢

## Canterbury Tea

Yellow label. Fancy Black. 48-bag pkg. 47¢

## Pancake AND WAFFLE Mix

Suzanna. (40-oz. pkg., 33¢.) 20-oz. pkg. 18¢

## Buckwheat Mix

Suzanna. (40-oz. pkg., 33¢.) 20-oz. pkg. 18¢

# SAFEWAY

Air Conditioned

350 So. Palm Canyon Drive . . .

STORE HOURS

Mon. thru Sat. 9 a. m. to 8 p. m. Sunday 9 a. m. to 6 p. m.



## Hawks Win Over Marines, Draw Nearer to Lead

Desert Nite Hawks narrowed the first place lead of the 29 Palms Marines down to one game Monday night by handing them their second defeat of the season, 43 to 42.

This was the second straight game that the Nite Hawks have won in the final seconds of the game, with Cravy's being their earlier victim. Bill Sheperd was the hero this time, sinking a free throw with only two seconds left.

The Nite Hawks had taken a 12 to 8 lead in the first quarter, and still held a 26 to 21 margin at halftime. In the third quarter the Marines went ahead 35 to 34.

Ray Roberts was high scorer for the winners with 16 points, and Sheperd and Wilfred Lucas each had eight. Goldbrecht was top point man for the Marines with 12 points.

29 Palms Marines—42				
	FG	FT	TP	
Goldbrecht, f	4	1	12	
Quinn, f	2	5	9	
Pierce, f	1	0	2	
Woodrich, c	0	0	0	
Wysinger, c	5	1	11	
Prentice, c	0	0	0	
Mason, g	3	0	8	
Carmody, g	0	0	0	
	15	12	42	

Desert Nite Hawks—43				
	FG	FT	TP	
Lucas, f	3	2	1	
Jessie, f	0	1	1	
Stranger, f	2	0	4	
Sheperd, c	0	0	0	
Lewis, c	0	0	0	
Holland, c	1	1	3	
Jones, g	5	6	16	
Roberts, g	0	1	1	
Williams, g	0	1	1	
	14	15	43	

Score by quarters:				
Marines	8	13	14	7-42
Nite Hawks	12	14	8-43	

## Schicke Nears Gloves Title

Wayne Schicke moved one step closer to the Golden Gloves title in Los Angeles last week, when he posted his second victory in the elimination rounds.

Only three fighters remain undefeated in his division. The semi-finals are expected to be held this week and next week.

CITY RECREATION LEAGUE				
	W	L	TP	OP
29 Palms Marines	10	2	499	424
Desert Nite Hawks	9	3	521	453
Banning	9	3	502	441
Cravy's	4	3	487	529
Village Market	2	10	386	531
Mhoon-Mhoon	2	10	463	572

Scores Monday				
Desert Nite Hawks 43, Marines 42.				
Cravy's 44, Village Market 41				

Games Monday				
Desert Nite Hawks vs. Village Market				
Mhoon and Mhoon vs. Cravy's				

**PLAY GOLF**  
ALL DAY  
**\$1.00**  
PARKER'S  
**9 IRON 9**

3 blocks west of Palm Canyon Dr. on Tahquitz Dr. (Formerly the Desert Inn Golf Course)



**TALKING IT OVER** — Jack Kramer, left, is discussing the approaching first outdoor championship tennis tournament of the season to be held at The Tennis Club February 27 and 28, with two members of his Davis Cup Champions, Pancho Gonzales, center, and Pancho Gonzales. Others on the nation-wide tour are Frank Sedgman and Don Budge. The top pro players of the country will compete in singles and doubles for \$3,000 prize money.

## SMC Polo Team Weekend Victor

Shadow Mountain Club won the local weekend polo event at the Polo Grounds, taking the matches with a total score of 16 to 12.

By individual days, the SMC team won over Desert Riders 10 to 5 on Saturday, and then lost to the Riders, 7 to 6, on Sunday afternoon.

Members of the Shadow Mountain team were: Bill Schultz, Bill Moore and Lyle Nixon, and on the Desert Riders squad were: Ted Pierce, Frenchy Small and Lloyd Phillips. The matches were arranged by Guy Campbell, and a good crowd was in attendance.

The Palm Springs team will play at San Bernardino next Sunday, February 7, with Guy Campbell, Lloyd Phillips and Bill Allen making the trip. Matches scheduled here the following two weekends are: Tucson February 13 and 14, and Phoenix February 20 and 21.

**TV SET DAMAGED**  
Damaged estimated at \$100 was caused to a television set at the Barney Bernard home, 1121 Linda Vista, when a short in a transformer set the set afire at 9:57 p. m., Sunday, firemen from Station No. 1 reported.

## Indians to Host Beaumont Here Tomorrow Night

Palm Springs will have a chance to move another step up the league ladder Friday night when the Varsity Indians entertain fourth-place Beaumont.

The local cagers won their first game of the league schedule last Friday when they defeated Perris 53 to 42, and moved into a tie with San Jacinto for sixth place. If victorious over Beaumont, they could advance to a tie for fifth or fourth, depending on the outcome of the Banning-Coachella contest.

**BEAUMONT DROPPED** a 34 to 30 decision to Coachella last week, and should be on the rebound Friday night. A pre-season game revealed that the Indians and Cougars are evenly matched, and the game should be close here.

The Cougars have a slight edge in offensive power, averaging 10 more points a game, 45 to 35, but Coach Ralph Watt's team has an advantage on defense, limiting its opponents to 41 points a game compared to 46 for Beaumont.

**PALM SPRINGS TEAM** was consistent in its scoring attack for the first time this season in defeating Perris. In previous contests there was a last-half letdown after a strong first half, with several games still decided by only a few points.

In other Riverside County League games Friday, Banning travels to Coachella, Perris to San Jacinto and Hemet to Elsinore.

## Biltmore Swim Show Sunday

One of the outstanding swim shows of the season will be presented by the Palm Springs Biltmore Hotel Sunday afternoon, starting at 2 p. m.

Featured among the championship swimmers and divers of the Los Angeles Athletic Club will be Pat McCormick, women's Olympic diving champion.

The new three-meter diving board at the Biltmore will be used for the first time in the show.

READ SUN  
CLASSIFIED ADS

## 68 to Compete in Blue Ribbon Net Play Here

The largest entry list in the history of the Pabst Blue Ribbon Tennis tournament was reported today as play in the annual social event at the Racquet Club is scheduled to start Saturday morning and continue through Sunday evening.

Thirty more persons entered this week, making the total to date at 68.

New entries are: Gilbert Roland, Kirk Linn, Bob Cheney, Thomas Hamilton, Sam Sontag, Ray Carpenter, Tom Towers, Jim Phillips, Betty Stumpf, Vincent Fotre Sr., Mr. and Mrs. Vincent Fotre Jr., Vic Rothchild, Jim Block, Mr. and Mrs. Hal Mosier, Cliff Henderson, Scotty Rubin, Richard Jack, Mr. and Mrs. Harry Whitcombe, Mr. and Mrs. Howard Lang, Gus Kettmann, Maurice Smith, Dr. Bernard Finch, John Krichak, Walter Blair, William Hays and Solly Baiano.

Play will be Men's doubles

## Indians Cagers Defeat Brawley on Home Floor

Palm Springs Varsity cagers came through with their second straight cage win Tuesday night edging the Brawley quintet 46 to 41 in the local high school gymnasium.

The visitors took an 8 to 4 lead in the first quarter, but the Indians rallied to take a 20 to 16 lead by halftime, and continued their pace in the second half play. Coach Ralph Watt used both his A and B combinations in the game.

Larry Coulton topped the well balanced team scoring with nine points. Kenny Price had

and Mixed doubles, with trophies awarded by the Pabst Blue Ribbon company. The tournament is open to Racquet Club members and their guests only.

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and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

eight, and Tony Summers and John Laster seven each.

In the preliminary tilt, the Indian Bees played their best game of the year before going down to defeat 46 to 41. The game was close all the way, with Brawley leading by only one point, 19 to 18, at halftime.

Charles Jordan topped the Pabstoses with nine points, and Don McDonald was high for Brawley with 17.

RIVERSIDE COUNTY LEAGUE				
	W	L	TP	OP
Hemet	4	0	194	158
Coachella	3	1	148	124
Elsinore	3	1	182	146
Beaumont	2	2	180	183
Banning	2	2	128	170
Palm Springs	1	3	143	163
San Jacinto	1	3	143	154
Perris	0	4	189	213

Scores Friday				
Palm Springs 53, Perris 42				
Coachella 34, Beaumont 30				
Hemet 41, San Jacinto 26				
Elsinore 60, Banning 28				

Games Friday

Beaumont at Palm Springs

Banning at Coachella

Perris at San Jacinto

Hemet at Elsinore

Game Tuesday

Riverside here

## Chi-Chi Starlite Room

NOW APPEARING

**CHAREL**

CONTINENTAL CONCERT STAR

**DORTHY CLAIRE**

N. B. C.'s TV SINGING COMEDIENNE

**THE ZERBYS**

FRENCH DANCING STARS

Reservations Phone 7391 or 5133

FREE  
PARKING

## Even Polio Could Spend a Season in Palm Springs



This dreaded disease enters all homes as an ugly, uninvited guest.

It is no respecter of race, creed or color; the rich or the poor.

Polio strikes with the suddenness of lightning, a crippling, oft times fatal disease.

Your dollars and dimes are raising a barrier against this awful intruder into (possibly) your family or among your friends.

The Chi Chi, Palm Springs



GIVE TO THE MARCH OF DIMES  
ATTEND THE BENEFIT  
LUNCHEON — FASHION SHOW  
EL MIRADOR, FEBRUARY 18

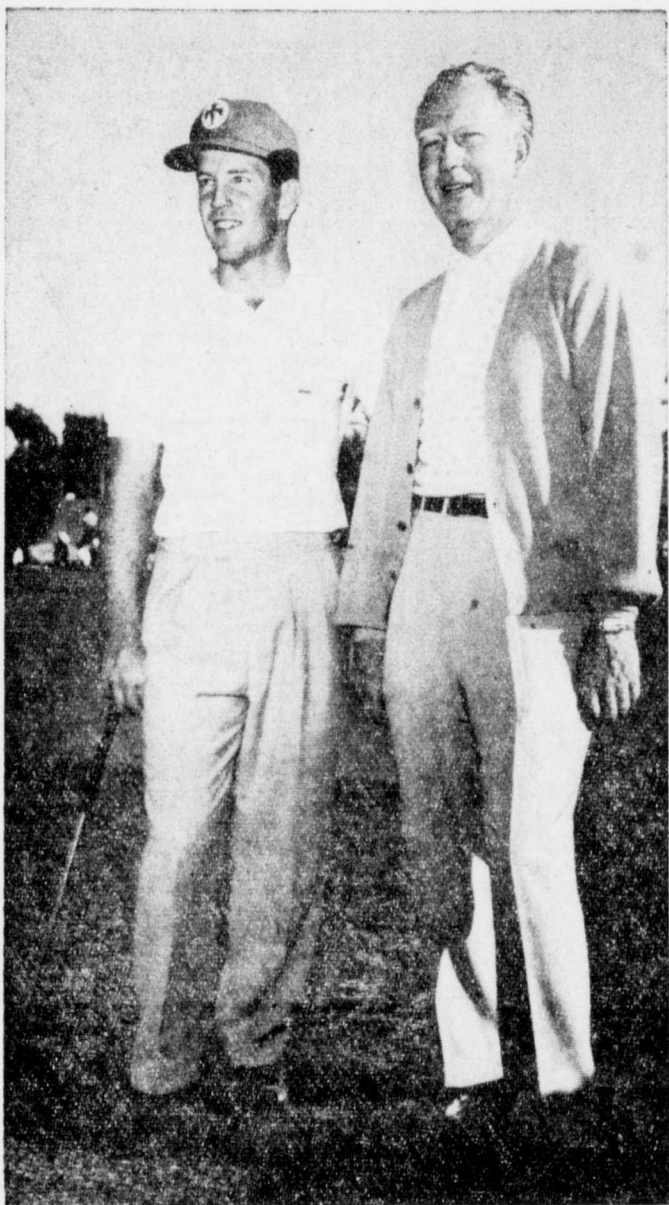
## The Surest Words in Whiskey...Seven Crown



Say Seagram's and be Sure

Seagram-Distillers Corporation, New York City. Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.





(Gayle Studio Photo)

**STARTS TOURNEY TRAIL** — Gene Littler, left, National Amateur Champion who turned pro just in time to enter Thunderbird's \$15,000 PGA approved tournament, will represent the famed desert golf club on the tournament circuit this year. He is pictured with Jimmy Hines, Thunderbird pro.

## From Page 1—MORE ABOUT RACING

and 40 feed sheds, landscaped infield, polo field, an 80-foot wide, 660 yard quarterhorse track, an 80-foot turn and a one-half mile training track.

A grandstand with a seating capacity of 3,000 will be built and 10,000 persons can be accommodated on the lawns with another 350 in the clubhouse. The parked lot will be surfaced and will hold 3,000 cars.

**EIGHT RACES** are planned for each racing day and betting will be by automatic totalizer board, Bogert said.

One of the main features of the track facilities will be its

adaptation for other community affairs. They include: Quarter-horse conventions, horse shows, rodeos, sport car racing and foreign sport car fashion parades, dog shows, weekly breakfast rides, polo, gymkhana, flower shows, and school, scout, civic and community events.

"**THE LACK** of proper facilities in the Palm Springs area deprive residents and visitors of witnessing and participating in many events such as those mentioned," Bogert said. "The proposed track will be especially designed for easy adaptability for many events besides racing."

Other officers besides Bogert are: John F. Mawson, secretary; and H. L. Gogerty, vice president and treasurer.



(Gayle Studio Photo)

**PRO-AMATEUR WINNERS** — Receiving their awards from Phil Harris, right, are the winners of the Pro-Member part of the \$15,000 PGA approved tournament at Thunderbird Country Club, left to right, Bill Janss, Ben Gage and Harold Hicks, and Pro Marty Furgol. Furgol received \$1,000 prize money in this event, and also was tied for second in the 72-hole event.

Country Club, left to right, Bill Janss, Ben Gage and Harold Hicks, and Pro Marty Furgol. Furgol received \$1,000 prize money in this event, and also was tied for second in the 72-hole event.

## "Charity Week" for Santa Anita

The \$15,000 Santa Ynez Stakes on Friday and the \$25,000 San Felipe Handicap for the Derby colts and fillies on Saturday are among the attractions of the annual week of racing for Charity at Santa Anita Park this week.

The races are being conducted for the non-profit Santa Anita Foundation to raise 100% profits for civic welfare. President P. G. Winnett of the Foundation makes the report that in past seasons \$4,101,916.60 has been distributed to accredited charitable organizations. In addition, Los Angeles Turf Club, Inc., which makes no profit

directly or indirectly on these Charity Days, has made direct contributions of its own funds amounting to \$1,918,138.85.

Other prominent business and civic leaders donating their time and experience to Santa Anita Foundation with President Winnett are: Harvey S. Mudd, vice-president; George J. O'Brien, secretary-treasurer; George W. Johnson Jr., assistant secretary-treasurer; Leigh M. Battison, Edward W. Carter, Arthur C. Stewart and Dr. Charles H. Strub, directors.

## Enjoy Card Playing?

You will like the way the games are conducted at the Gardenia Club — The patronage of ladies and gentlemen is sincerely appreciated.

## GARDENIA CLUB

### CARD ROOM

549 W. SIXTH, BEAUMONT, CALIF.—(On Highway 99)  
"Next to Beaumont Drive Inn Cafe"

From Page 1—MORE ABOUT

## GOLF

final three holes with a birdie, par and eagle to take the title away from Bo Winger, who had led or been tied for the lead since his course-record-setting 61 on the opening day. Winger had 270 to finish in a three-way tie for second with Marty Furgol and Chandler Harper.

**BEN HOGAN**, "Mr. Golf" and pro at Tamarisk, finished seventh but led all the other pros in crowd appeal as the largest galleries consistently followed his foursome throughout the tournament. The Hogan name again proved its magic, but his putter lacked the magic for which it is noted and this was his downfall.

Just ahead of Hogan and tied for fifth were Johnny Palmer and Doug Ford with 271.

Gene Littler, National Amateur Golf champion, who turned pro just in time to enter the Thunderbird meet, finished with a 275, in a tie for twelfth with Jim Ferrier and Shelley Mayfield. He was ineligible for any prize money under PGA rules.

**THE EX-NAVY MAN** is now going to represent Thunderbird on the rest of the tournament circuit.

Perhaps the most disappointed man of the four-day tournament was E. J. "Dutch" Harrison who was forced to withdraw after the first 36 because of a recurring back injury. He was tied for the lead at the time.

The prize money was divided

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and **PALM SPRINGS NEWS**  
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among all the pros, with no one receiving less than \$200.

### COMPLETE scores follow:

Fred Haas Jr.	—268—	65-68-66-67
Marty Furgol	—270—	67-67-69-67
Bo Winger	—270—	61-70-68-71
Chandler Harper	—271—	65-69-68-69
Johnny Palmer	—271—	67-68-68-68
Doug Ford	—272—	69-67-67-68
Ben Hogan	—273—	65-70-63-68
Cary Middlecoff	—273—	69-68-66-68
Art Wall Jr.	—274—	68-71-64-69
Walter Burkemo	—274—	70-67-67-69
Earl Stewart	—275—	71-66-69-68
Shelley Mayfield	—275—	69-70-68-68
Jim Ferrier	—275—	67-66-69-73
Gene Littler	—276—	68-68-71-69
Jack Burke	—276—	69-72-68-67
Tommy Bolt	—277—	67-69-70-70
Lloyd Mangrum	—278—	66-65-73-68
Jerry Barber	—278—	72-68-71-67
Vic Ghezzi	—279—	69-66-69-74
Peter Thomson	—280—	65-69-73-72
Chet Kroll	—280—	68-71-73-68
Lew Worsham	—281—	73-72-67-68
Jim Turnesa	—281—	67-68-71-73
Ed Oliver	—281—	73-73-66-69
Fred Wampler	—281—	71-69-71-70
Dave Douglas	—281—	69-71-73-68
Al Besselink	—281—	69-73-73-66
Julius Boros	—281—	73-71-69-71
Eric Monti	—282—	71-71-70-73
Wally Ulich	—282—	70-69-72-75
Jimmy Demaret	—282—	72-70-72-73
Lawson Little	—282—	70-67-73-75
George Howard	—282—	73-75-75-77
Ed Dudley	—300—	79-73-77-74

## The Only Authorized HOOVER VACUUM

Dealer in the Palm Springs Area

also

## Hoover Vacuum - Parts & Service

We have The Largest Supply of Electrical Appliances

... FRENCH FRYERS ... WAFFLE IRONS ...  
NESCO & WESTINGHOUSE ROASTERS

Lighting Fixtures ... Flood Lighting ... Electrical Supplies  
Appliance Repairs

Philco and Zenith Radios

## CAMPBELL ELECTRIC CO.

(Next to Electric Power Co.)

136 EAST ANDREAS ROAD

PHONE 2369

## Available to the Public Skeet & Trap Shooting and Golf

### AT COCHRAN-ODLUM RANCH

Off Highway 111 on Monroe — West of Indio

## PLAY GOLF

on this beautiful 9 hole course that's a challenge to any golfer. For your golfing pleasure, we have:

ELECTRIC CARTS  
CADDIE CARTS  
CADDIES  
DRIVING RANGE  
SNACK BAR

ED VINES, Pro

ROGER PETIT, Ass't Pro



## SKEET and TRAP SHOOTING

Relax and test your skill in the beautiful surroundings of C-O Ranch. Skeet Range open Saturdays & Sundays, 9 - 5

Weekdays by Appointment  
BUCK CHAMBERS, Range Captain

## Jacqueline Cochran Gun Club

## Cochran Ranch Golf Course at COCHRAN-ODLUM RANCH

1 Mile West of Indio off Highway 111  
Just 25 minutes drive from Palm Springs  
Phone Coachella Valley 7-4623 or 7-2466

## Haddock Attends Athletic Session

City Recreation Director Howard Haddock, district vice president of the Southern California Municipal Athletic Federation, attended the first yearly meeting of the group in Los Angeles Thursday and Friday.



## Lone Palm Hotel

CONGRATULATIONS to a wonderful organization for a wonderful yearly event

After the fun of seeing the 14th Annual

## RODEO

Come & enjoy the Rarest delight in fine Food

COMPLETE DINNERS from \$2.75

Cocktails by Eddie

Served 6:30 to 8:30 P.M.

in our

## Poolside Dining Room

Si Slocum, Manager

1276 North Indian

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## "Palm Springs for Sun — Howard Manor for Fun"



ROUND OUT YOUR EVENING'S ENTERTAINMENT WITH

## The ROUNDERS

plus

TABBY CALVIN

her songs

WINNIE BEATTY

Piano and Song Stylist

LOU GARY

Bass Viol and Songster

## HOWARD MANOR

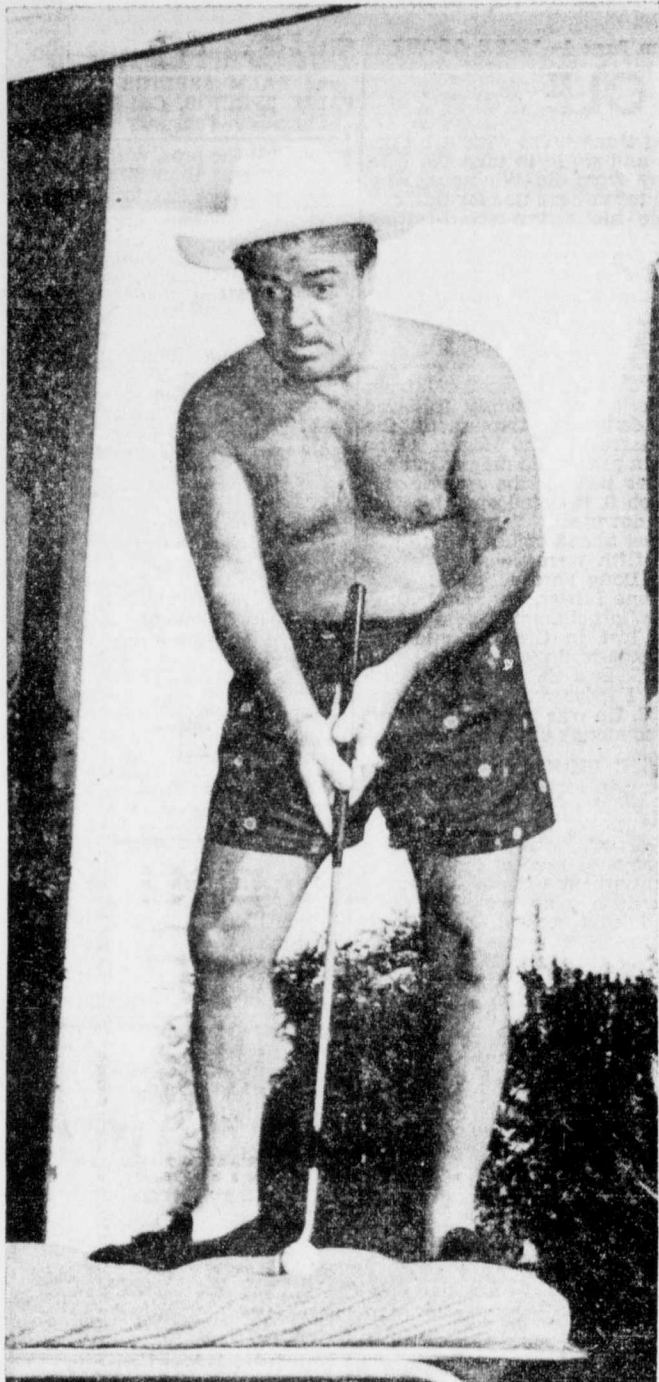
Bill White, Manager

572 N. Indian Avenue

Continuous Dining, Dancing and Entertainment Nightly in the Manor Room and Lounge

Reservations Telephone 2227





**BACK IN THE PINK** — Comedian Lou Costello demonstrates he's once again in robust health by practicing golf on the lawn of Palm Springs' Howard Manor. Costello's illness last October halted all work for him and his partner Bud Abbott. All set to return to work next month, the comedians have reversed positions in their fat-man-thin-man alignment. For the first time since teaming up 18 years ago, Abbott outweighs Costello. The former tips the beam at 182 and the latter at 168 pounds.

## Teeing Off at Tamarisk

BY AVERY ALLEN

Annual meeting came and went—new board of directors—some polishing their brass of last year for a new go at it and a few new ones trying on their new uniforms and getting used to being saluted. The 1954-55 policy makers are M. O. Anderson, Arthur Anderson, Joe Blumenfeld, Clarence Brown, Charles Farrell, Martin Gendel, Lou Golin, Lou Halper, Montague Herbert, E. C. Houghton, Bob Howard, Lou Kass, Ray Lee, Asher Levy, Willard Keith, Gummo Marx, Nathan Ohrbach, R. F. Shearer and Edward Small. If that isn't an impressive group to handle our destiny I'll buy the popcorn. The old expression of the voyageurs fits here—"They'll do to ride the river with."

Tom May was down for a few days and that little man was hitting the ball real good.

Milton Berle in for a day or two—dropped a few new ones for laughs. N. B. C. took a bunch of stock shots with Mr. Golf.

The Annual Birthday Tournament is taking shape—to be an amateur invitational and to include all members. While the play will of course be in four-somes the teams will be two man and play will be full handicap. Sounds like a lot of fun and makes a spot for us hackers. Pat Martin is busy as a bee on the details. Prize plans are great.

After Ben's 31-32-63 the other day for a new course record everyone drew a long breath thinking we had had it but this little guy Gardner Dickinson Jr. weighing in tub side at 128 went out yesterday and did everything just so for a 32-33-65 and in my book all this adds up to some big golf. Bring your binoculars to see this youngster hit his long ball—just a country mile and down the middle.

New members admitted to the club this week were: John Laun, Pasadena; Edgar Kaufman, Palm Springs; Howard Jules, Palm Springs; Samuel Hafner, Pittsburgh; Charles Goldstone, Los Angeles; Samuel Fallick, Chicago; Benjamin Ziesel, Palm Springs; Lyon Phillips, Los Angeles; Irving Klampert, New York City; Ike Greenberg, Los Angeles; Paul Sandoval, Indio; A. L. Epstein, Palm Springs.

Glenn Thomas, his lovely wife and their houseguests the Wallaces stopped by—the men for golf and the girls for lunch. I'm not so sure Glenn had a picnic.

Glenn Swanson back from London-Paris—here and there—down for a day or two of sun and to warm his sticks up.

Some of the out-of-town guests this week were: R. Boyd Thompson, Kansas City; Holman Grigsby, San Marino; Mr. and Mrs. A. Freeman, Hartsdale, New York; G. B. Peacock, Rochester, New York; Ken Totten, Chicago; H. L. Martin, Clayton, New York; E. L. Bradley, Wichita, Kansas; Clive Roemt, Hayden Lake, Idaho; Mr. and Mrs. E. H. Schechtman, Rye, New York; Francis Osborne, Burbank; Clayton Mammel, Wichita, Kansas; Dr. and Mrs. S. C. Widney, Jr., Albuquerque, New Mexico; R. H. Rollings, Arcadia; Mr. and Mrs. Johnny Cichan, Denver, Colorado; Dr. H. H. Arnsden, Portland, Oregon; Thomas Leffors, Chicago, Illinois; Mr. and Mrs. J. Goodman, Highland Park, Illinois; W. A. Thompson, Palos Verdes; Ray Willer, San Gabriel; E. A. Petty, Burbank; Lt. Commander Bill Fleming, Los Altos, California; E. V. Anderson, Chicago; Dr. S. J. Hopkins, Mountain View, California; Mr. and Mrs. R. H. Brown, Scarsdale, New York; Mr. and Mrs. C. L. Emerund, San Marino; Mr. and Mrs. A. Ferer, Oakland; Mr. and Mrs. Ray Gailer, San Marino; Jack Gerand, Long Beach; Dr. Robert M. Graham, Whittier; Mr. and Mrs. J. Gammon, San Gabriel; Mr. and Mrs. R. E. Gould, San



(Paul Pospepsi photo)  
**GASLIGHT GAITIES** — This sprightly chorus will be seen in the seventh presentation of the Gaslight Gaities, which

Palm Springs Business Women will stage February 12 and 13. Reading from left they are Eunice Tiss, Wilma Oertle, Helen Morris, Barbara Root.

## From Page 1—MORE ABOUT ARBITER

common knowledge that wolves, unlike bulls, may be attracted by colors other than red and by various other enticements in the art and fit of female attire.

The eight million dollar decision came right after World War II when Ford wanted to eliminate its paid lunch period and this move was objected to by UAW-CIO. Shulman ruled that the company had the right to take this action.

**SHULMAN STARTED** in the labor arbitration field during World War II when he was one of several persons selected by the National War Labor Board to mediate disputes between companies and employees when the no-strike war-clause was in effect in contracts.

He was assigned to a Ford Motor company case in 1942, and in 1943 was asked by the company and union to "unpire" disputes on a regular basis, and has continued in this post without interruption. This record is amazing as his services may be discontinued by either side at any time.

**HIS TRIP** to the West Coast is a combination of business and pleasure, for since he arrived in Palm Springs in January, he has been hearing cases in the Ford plants in Richmond, Los Angeles and Long Beach, and also at the Bendix

Gabriel; Mr. and Mrs. A. P. Helneman, Elmwood, New York; Robert Lurie, San Francisco; Mr. and Mrs. Earl Proesel, Lincolnwood, Illinois; Monty Rider, Pebble Beach, California; Sven L. Simpson, Boise, Idaho; L. Manley Sraits, Lima, Ohio.

Aviation Corporation in Los Angeles, the Wright Aeronautical Division of Curtiss-Wright Corporation.

While here, besides hearing these cases and rendering decisions, Shulman has been working on decisions involving the Newspaper Guild and the New York Times, and the Ford Motor Company and UAW-CIO. Regardless of recent technological changes instituted by Ford and their effect on wages and crew size.

**DURING HIS 10-YEAR** labor arbitration career, he has heard more than 13,000 cases. Regardless of the interest of the work, Shulman still said that teaching at Yale university "is my major occupation," with labor arbitration occurring only when time permits.

This is the Shulmans first stay in Palm Springs, and he and his wife cited the climate and friendliness of the people as the two things that impressed them most.

## From Page 1—MORE ABOUT VARIETY

question with realism," he continued. "Certain omissions would be inevitable." As an example he cited Palm Springs' own Charles Farrell, who has returned to the national eye as star of the "My Little Margie" radio and television shows, and who is probably better known throughout the country now than when he was one of the top movie stars in Hollywood 20 years ago.

**THIS HAS HAPPENED** to several top stars of yesteryear, and one can not evaluate them until their "star-time" has ended. It even happened to Jolson, when they made "The Jolson Story"

and made him "immortal all over again," Green said.

Reflecting on this change and how it has affected the careers of many entertainers, the Variety editor said, "the more things change, the more they remain the same."

Palm Springs isn't new to Green and his wife for they have been visitors here since 1931 when he was head of the West Coast division of Variety. At that time it was a retreat for people in show business and offered a "primitive and informal atmosphere."

This has all changed now, he said, with formality becoming more apparent every year in dress.

**THE VARIETY EDITOR** kept reciting the arguments of Las Vegas as presented to him by club owners to deter him in his return to Palm Springs, but after telling how there is little to offer here after the sun goes down," he added "Palm Springs is like a magnet, with its sun, mountains and view."

Pointing out that the Village should have more entertainment attractions for its visitors, he cited horse racing as one possibility.

Green, himself, is living proof of the sun of Palm Springs, for he has acquired an excellent tan in the few days he has been here this time as guest at George Brown's La Serena,

where he and his wife always stay in Palm Springs.

**RETURNING TO** the attractions of Las Vegas in their high priced entertainment, Green said that the show business personalities "are the greatest shills the world has known" for "nobody is worth \$20,000 to \$30,000 a week."

The Greens will remain here the rest of the week, and then return to New York. The visit here is an annual affair, scheduled after the anniversary number of Variety each January.

The Desert Sun—60  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

## Cravy's Defeat Market 44 to 41

Cravy's won their fourth game of the season Monday night by edging Village Market, 44 to 41, to further entrench themselves in fourth place.

The winner led all the way, taking a 12 to 7 margin in the first quarter, making it 24 to 21 at halftime, and 33 to 28 after three periods.

Jim Brown of Village Market was high game scorer with 22 points, and Gib Adams topped the Cravy team with 15 points.

Cravy's—44		FG	FT	TP
D. Hines, f.	1	6	2	
W. Hines, f.	1	0	2	
Lamping, f.	0	0	0	
Wade, c.	5	2	12	
Linville, g.	1	1	3	
Field, g.	2	2	6	
Adams, g.	7	1	13	
	17	10	44	

Village Market—41		FG	FT	TP
Osuch, f.	2	1	5	
Ruiz, f.	0	0	0	
Farther, f.	0	2	3	
Bonne, c.	3	2	9	
McMahon, g.	1	0	2	
Brown, g.	9	4	22	
	15	11	41	

Score by quarters:		12	12	9	11—44
Cravy's		12	12	9	11—44
Village Market		7	14	7	13—41

## Shoplifter Makes Off with Wallet

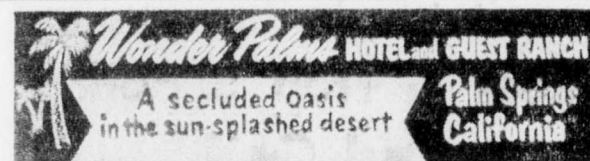
Shoplifting of a wallet by a woman who asked to see the articles not on display in the store was reported to police Saturday afternoon by Pierre David of El Mirador Men's shop. The wallet was valued at \$22.50.

## Our Best Wishes

## MOUNTED POLICE

May your RODEO  
be most successful

**SAMSON-CURTIS,  
Inc.**  
756 N. Palm Canyon Dr.  
"Palm Springs' Oldest  
Insurance Agency  
PHONE 2719



Dining Room Now Open to the Public

If it's good steaks you want — you'll find them served in the Romantic Atmosphere of Wonder Palms

**Eastern Prime, N.Y. Cut Steak, \$4.50**  
(Charcoal Broiled)

Includes Soup, Salad, Vegetable, Baked Potato,  
Dessert and Beverage

**Music Nite for your Entertainment**

Again under the supervision of Bill Walshe

Located next to Tamarisk Country Club — Phone 8-4111

## PRIVATE MONEY

For 1st and 2nd  
**TRUST DEED LOANS**  
in PALM SPRINGS  
Write Box T-2  
c/o Desert Sun

## Free Clinic on Tennis Tonight

First free tennis clinic sponsored by the City Recreation Department will be held from 7:30 to 8:30 p. m., tonight Thursday, at the lighted Tamarisk Park courts.

Ed Meyerson, Tennis Club pro, will be the instructor. All Villagers and visitors are invited.

## FREE LECTURE entitled Christian Science: IT'S SECRET PRAYER AND OPEN REWARD

By George Channing, C.S.B. of San Francisco, California. Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, Boston, Massachusetts.

In Woman's Clubhouse, Sunday, February 14  
at 3 o'clock  
314 So. Cahuilla Road

Under the auspices of  
First Church of Christ, Scientist, Palm Springs, California  
You are cordially invited

Sun Classified Bring Quick Results

## NEW

2 Bedroom homes  
Colored bath fixtures, fireplaces,  
air conditioning, garbage disposals

the remaining four homes  
IN THIS POPULAR GROUP  
**PRICED FOR IMMEDIATE  
Sale at only \$11,500**  
\$1,000 DOWN, BALANCE \$75 PER MONTH

Apply Friday after 10 A.M.

Indian Ave. and San Raphael Terrace

4 Blocks North of the Racquet Club

## JUST RECEIVED

A SPECIAL PURCHASE OF

**WOMEN'S -GIRL'S  
JEWELED FLATS**

LEATHER and VELVET

Values to \$10.95

**\$3.95**

**Marty's Sample Shop**

178 S. INDIAN AVE.

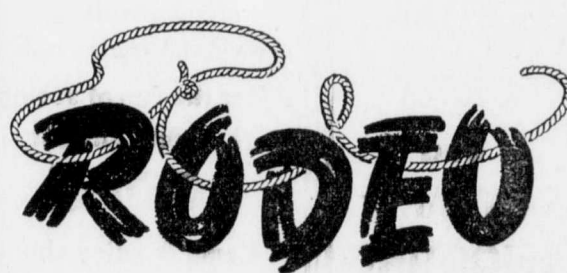
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## Palm Springs Mounted Police

PRESENTS

## 14th ANNUAL PALM SPRINGS



World's Championship  
Cowboys

FAMOUS TRICK RIDERS & ROPERS

Plus

The Sensational Flying Valkyries

Saturday & Sunday, February 6 & 7

1:30 P.M.

**Palm Springs Polo Grounds**

General Admission — \$1.50

Children — 75c

Reserved Seats — \$2.50

Box Seats — \$3.50

ALL PRICES INCLUDE TAXES





(Desert Sun Photo)  
**ADMIRE TROPHY** — Winner of the inter-scholastic award donated by the Desert Sun at the bicycle races Saturday was Phillip Creswell of 6523 Judy Lee Place, San Diego. He is pictured above holding the plaque and cup he won. The plaque will be presented by him to his school, and he will retain the gold cup. He is the son of Mr. and Mrs. Lane Creswell of San Diego.

## Legion Bicycle Race Day Another Great Success

Second annual bicycle races program staged by Owen B. Coffman post, American Legion, at Polo Grounds last Saturday proved even a greater success than the first event last year. The combination of a typical Palm Springs day, a fast track and a host of eager competitors provided thrills for the large gathering.

Interspersed with the special events run under the rules of the Amateur Bicycle League of America were a series of quarter mile dashes for novices. In these events there were entries from all of the local schools and from San Diego and Banning.

**PHILLIP CRESWELL** of San Diego won the Desert Sun Cup in the interschool event. He also won a plaque from the Cycle Manufacturers of America which he will present to his school.

**HENRY A. SIMSARIAN** *Has It!*

**NEW G-E REFRIGERATOR WITH Revolving Shelves**

**PUTS ALL FOOD AT YOUR FINGERTIPS**

**REVOLVING SHELVES**

- Turn all the way around—in either direction
- Adjust up or down
- Super strong

**NEW DELUXE FEATURES**

- Ice cream rack—juice can dispenser
- Adjustable door shelves
- Mini-Cube ice trays
- Fold-away bottle racks

**2 APPLIANCES IN 1**

- Automatic defrosting refrigerator section
- True zero-degree food freezer

Model LH-121L  
12.1 Cubic Feet

Los Angeles prices prevail with local prompt service  
**SAVE THE DIFFERENCE**

**Henry A. Simsarian**  
850 N. Palm Canyon Drive  
Palm Springs, Calif.

The Desert Sun—7c  
PALM SPRINGS, CALIFORNIA  
and PALM SPRINGS NEWS  
Thursday, February 4, 1954

## Board Approves Palm Valley as Name for District

County supervisors yielded Monday and ordered preparation of a resolution which will approve "Palm Valley" as the name of an unincorporated community just east of Palm Springs and Cathedral City.

Outlined by supervisors, the community lies between Cathedral City and Rancho Mirage and is on the south side of Highway 111. It includes 12 square miles and has about 1500 residents.

Supervisors acted on a recommendation from Supervisor Homer Varner, whose district takes in the community, and also according to a petition signed by more than 70 citizens of the community.

Some of the supervisors said they thought the "Palm" part of the name was a little over used in the desert country of Riverside county and San Bernardino county.

They pointed to Palm Springs, Palm Desert, Thousand Palms, and Twenty-nine Palms. But they said they were willing to go along with the expressed wish of the community.

## Air Defense

### Observers Invited to Mecca Display

Palm Springs members of the Ground Observers Corps are expected to attend an Air Defense program today, Thursday, at the Mecca school auditorium, with exhibits open from 9 a.m. to 12 noon, 1 to 5 p.m., and 7 to 10 p.m.

The Air Force will have on exhibition the XF-85 "Parasite" jet fighter, which is carried in the bomb bay of a B-29. Movies will be shown at intervals throughout the day and evening. Color films of the F-86 Sabre Jet and the B-47 jet bomber will be among those to be shown.

## From Page 1—MORE ABOUT RED CROSS

and Peggy D'Auvray who will work with the following team captains, Mrs. Vahan Alehian, Mrs. Joyce Walker, Mrs. Jack Adams, Mrs. Thomas Hull, Mrs. Howard Morris, Mrs. Robert Ransom, Mrs. Ray Corliss, Mrs. A. R. Simon, Mrs. Dan Flax, Mrs. Peggy Lester, Mrs. Barbara Foster, Mrs. Charlotte Hennay.

Mrs. Adele Colgan, Mrs. Sally Pearson and Ed Jones are in charge of the hotel collections, representing the Palm Springs Hotel and Apartment Association. Robert Irvine represents the Teachers Association. Dr. Arthur G. Hoff is Palm Springs chapter chairman.

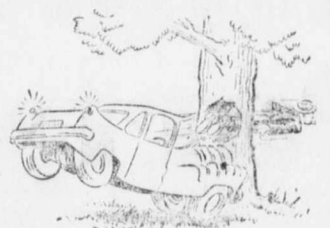
## Given Jail Term in Assault Case

Ellis Titus, 32, was sentenced to six months in county jail, five months suspended, by Judge Eugene Theriot Monday on a charge of attempted assault brought against him by Herbert Pellum, 468 East Andreas road.

Pellum told arresting officers that Titus had thrown a bottle against the windshield of his car Sunday afternoon.

## CAMERA STOLEN

Theft of a 16mm movie camera valued at \$375 was reported to police Friday by Rudi Sidler, 1150 North Indian avenue.



## Flying the Coupe?

PAYING for repairs to your car and for damage to property of others... won't be easy, either.

Your best bet against such a financial crash is to have Comprehensive and Collision Insurance on your car.

Ask us about it today!

**SAMSON-CURTIS**  
Incorporated  
756 N. Palm Canyon Drive  
PALM SPRINGS  
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(Desert Sun Photo)  
**BIRTHDAY PARTY** — Planning the table decorations for the Birthday Luncheon to be given by the Women's Circle of the Community Church next Tuesday are, left to right, Mrs. Walter Fifield, Mrs. Frank Little, general chairman, and Mrs. Lin Lungard. Each month of the year will be represented in table decorations.

## Boyd Nomination Before Governor

Governor Goodwin Knight this week acknowledged the resolution passed by city council requesting that Philip L. Boyd be named a regent of the University of California, and said that he would "give the matter his earnest attention as soon as he had the opportunity to consider the appointment."

## SMITH and GUY BIBLE LECTURES

A Bible prophecy, startling in its accuracy...  
"The Exact Year of Christ's Death  
Foretold 500 Years in Advance"

— Graphically illustrated  
— Tremendously interesting  
**TOWN HALL**  
CATHEDRAL CITY  
Saturday, 7:30 p.m.

## COMMITTEE NAMED TO SPEED DESERT CLEAN UP

In a meeting at Desert Air hotel, approximately 65 citizens representing the major communities in Coachella Valley, pledged wholehearted support of a movement to clear roadsides of rubbish before such forthcoming desert events as the Indo Date Festival on February 17, Palm Springs annual Desert Circus beginning April 22, and to back a continuing project to keep roadsides free of refuse.

Principal speakers, in addition to Supervisor Homer Varner, who conducted the meeting, were Mrs. Boyd Andrews of Palm Springs, Mrs. Mary Wolcott of Cathedral City, Clarence Washburn of Indio, Riverside county planning director Tyler Stuess, Sheriff Joe Rice, road commissioner Bud Keith, and G. E. Malkson of the state division of highways.

Varner outlined a program of cleaning up existing conditions, providing disposal stations, and educating residents and tourists alike to help maintain the desert's natural beauty. Channeling the enthusiasm of the group into action, Varner appointed a committee to meet

next Friday evening at 7, at the same location, to organize youth groups into a two- or three-day clean-up drive along state and county highways throughout the Valley. Representing Palm Springs will be Culver Nichols, president of the Palm Springs Real Estate board. Other committeemen are Randall Henderson, Palm Desert; Skip Wolfe, Rancho Mirage; Jim Miller and Jack Singler, Thousand Palms; Robert Erter and George Miller, Cathedral City; and Carl Lampman of Desert Hot Springs.

## TO ATTEND MEETING

City Manager R. W. Peterson was authorized by city council Tuesday evening to attend the League of California Cities, City Managers department, meeting at Santa Monica February 25 through 27.

## APPROVE PERMITS

Dance permits for The Hurricane, 185 East Andreas road, and Arthur Murray Studio, Oasis building, were approved by city council Tuesday evening.

## COMING SOON!

THE NATION'S MOST EXCITING EXPOSITION

## BE SURE TO SEE IT Bring The Family

1954  
RIVERSIDE COUNTY FAIR &  
NATIONAL DATE FESTIVAL  
INDIO, CALIFORNIA

February 17th thru 22nd

New "ARABIAN NIGHTS PAGEANT"

Free — Each Evening — 6:45 P.M.

BRILLIANT NATIONAL HORSE SHOW and

COSTUMED PARADE — February 22 — 10:30 A.M.

ORIGINAL CAMEL RACES — Afternoons — 1 P.M.

FESTIVAL OF FAITH — Sunday, Feb. 21 — 9 A.M.

HUNDREDS OF DAZZLING EXHIBITS — LIVESTOCK

Many Other Special Entertainment Features

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## What Does The Name Mean...?

## It Means:

The most attractive hotel-apartment house in Palm Desert.

Offered for sale as a most desirable investment. 12 units smartly decorated and beautifully furnished. Each apartment designed for home life with completely equipped kitchens. The decor is in the modern style.

There is room for further expansion of rental units — adequate space for at least five more luxuriously designed rooms and/or apartments.

The closest apartment-hotel to the most beautiful club in America today —  
**THE SHADOW MOUNTAIN CLUB.**

## and most important of all

A three-bedroom house for the owners to live in and to enjoy the peace and relaxation of the desert while deriving an income from the hotel-apartment...  
**SAMARUE.**

## and further:

The hotel-apartment boasts of air conditioning by the best known type of refrigeration.

## add to this:

A swimming pool, properly heated and filtered.

AND MOST OF ALL WE ARE RECOMMENDING  
THIS HOTEL-APARTMENT AS ONE OF THE  
FINEST INVESTMENTS OFFERED IN A  
LONG, LONG TIME.

Nothing Supplants  
Experience

**EDITH EDDY WARD**

ASSOCIATES

Bob Coates

Charlotte Steward

Real Estate Brokers Invited

73-667 Highway 111 — Palm Desert

THIS HOTEL-APARTMENT, THE  
LATEST ADDITION TO DESERT LIFE IS  
PRACTICALLY NEW AND COMPLETELY  
INVITING

Specializing in  
**PALM DESERT PROPERTIES  
SHADOW MOUNTAIN HOMES**

Phone Palm Desert 76-3431 or 76-3421





**SINGING COMEDIENNE** — Dorothy Claire, beautiful singing star who opened in the Starlite Room of the Chi Chi Wednesday night, came to Palm Springs with press critics raving about her singing across the nation and particularly New York City.

## Charel, Miss Claire, Zerbys Headline Fine Chi Chi Show

Charel, a long time favorite of Villagers and considered to have the largest following among Winter residents and visitors here as a concert pianist, is the featured attraction in the Starlite Room of the Chi Chi this week.

Along with Charel and sharing the spotlight when her turn comes up, is beautiful Dorothy Claire, NBC's TV singing comedienne.

Also on the same bill and completing a well rounded night of entertainment are the Zerbys direct from the glittering palaces of entertainment in Paris. The couple do an exciting

dance—one that is breathtaking in beauty.

Charel couples his piano artistry with showmanship gained during his many years of travel abroad as a continental pianist. Two or three seasons ago he was heard at the grand piano in the Blue Room to the delight of diners. He definitely brings the color of the Continent into his playing and is delightful to hear, was the verdict.

Dorothy Claire comes to the Starlite Room with advance publicity raves by Walter Winchell; The New York Mirror; World Telegram; Bing Crosby and many others.

## Buy a Forget-Me-Not to Aid Disabled Vets this Weekend

Be prepared to buy a Forget-Me-Not this weekend from a Disabled American Veteran salesman and aid in providing care for disabled veterans. Dr. James E. Potter, commander of Palm Springs Chapter 66, DAV, reminded Villagers today.

The little flowers, made in Veteran's hospitals, will be sold on the streets of the Village tomorrow and Saturday by a National team of DAV members, Dr. Potter said.

Money derived from the sale

goes to aid veterans in hospitals and to provide care for other war veterans.

No other solicitation is made during the year and all veterans needing care are referred to Dr. Potter who assists them in gaining hospitalization.

### Personnel Board Exams this Week

Personnel board examinations will be conducted by the city today and tomorrow at the council chambers. It was announced.

They are for employees hired subsequent to November 15, 1951, and not previously examined.

Clerical groups will be examined today and laborers tomorrow.

## No License

### Autoist Cited After Accident

Francis Krull, 82, 156 South Indian avenue, was cited for not having a driver's license in his possession and for not having evidence of registration for his car, following an accident at 11:20 a. m. Sunday, in which his car collided with one driven by F. K. Jesse, 31, Palm Springs.

Krull was traveling west out of an alley at 156 South Indian avenue, and Jesse was traveling north on Indian avenue.

Damage to Jesse's car was estimated at \$65, and to Krull's \$10.

### Bid for New Juvenile Hall Has Board OK

Supervisors Monday accepted a bid of \$618,223 for construction of a new county juvenile hall in the south Riverside area.

The bid was proffered by Harvey A. Nichols company of Los Angeles.

## Such good taste

Memorable meals begin at the market.

For good taste at supper, tonight...

choose refreshing Olympia Beer, today.



## Desert Indians Topic Saturday of Dr. Bowman

Doctor Francis J. Bowman, professor of history at the University of Southern California will lecture on "The Desert Indian" Saturday at 8 p. m. in the Frances Stevens auditorium. Dr. Bowman studied at Stockholm, Upsala, Sweden; Rostock, Germany; Liege, Belgium; in Paris and at Amsterdam. He worked at the British Museum and Bibliotheque Nationale plus Archives National, Paris.

Dr. Bowman has always been interested in Indians. His introduction to the Desert Indian was by way of Spanish and

early American interest in trails, way of life and environment adjustment. He will discuss their special type of life adjustment in the Museum lecture. These Saturday night Museum lectures are free to the public.

## No Protest Filed on Paving Plan

No one appeared in protest to ordering work done on Improvement District No. 6, Patencia road, at the hearing held by city council Tuesday evening, and resolutions were adopted ordering the work and setting the prevailing rates of wage.

First hearing on changing of zones of Deep Well Ranch Estates from guest ranch to R1 was also held without protest.

READ SUN CLASSIFIED ADS

## WAL Directors Rally Here for Quarterly Meet

Board of directors and executive staff of Western Air Lines will open their first 1954 quarterly meeting here this morning. It was announced today by Bruce Pickett, the airline's Palm Springs manager. Sessions will be held at the Desert Inn.

With Terrell C. Drinkwater, Western's president, as chairman, the board will review 1953 operations and devote special study to traffic resulting from the company's inaugural of direct San Diego-Palm Springs-Las Vegas service, new schedules and equipment which are

increasing vacation travel to this city, and to special promotional campaigns featuring major attractions of the Village.

Board members also will hear a preliminary year-end financial report from J. Judson Taylor, vice-president and treasurer.

In attendance at the three-day conference will be members of Western's board representing every major region served by the airline.

## Howie Named New Agricultural Head

Supervisors Monday appointed Robert M. Howie as county agricultural commissioner to succeed William H. Wright who died Tuesday at his home in Riverside.

Howie has been Wright's chief deputy for eight years.

## Highway Group Headed by Jones

William Jones, chairman of the board of supervisors was named president of the Imperial Highway association when that group met at Elsinore Saturday.

The Desert Sun—8<sup>th</sup> and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, February 4, 1954

The association is urging the construction of the Imperial highway from El Segundo to El Centro. Much of the route is now constructed.

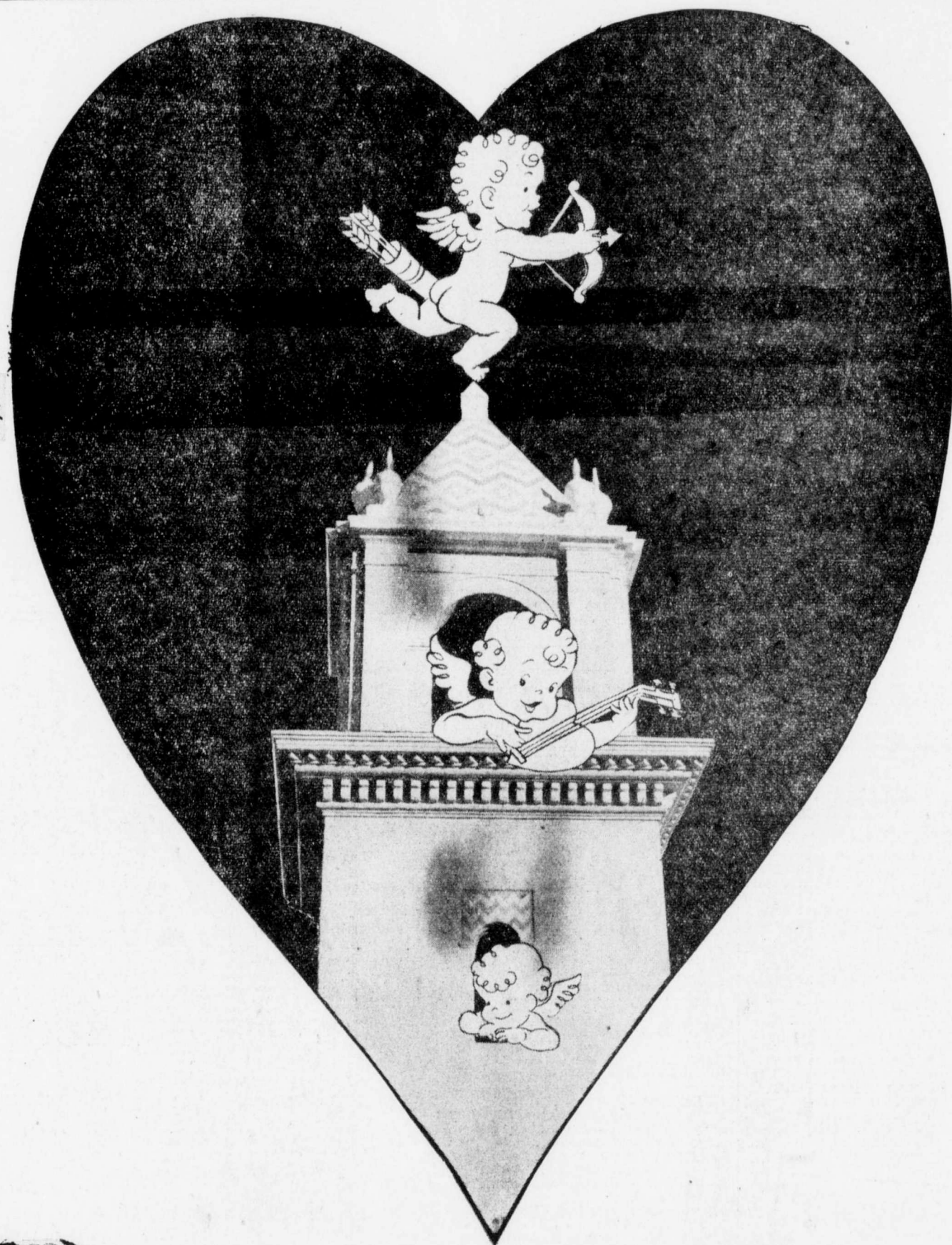
## California Swimming Pools

Constructed as you wish from \$2495.00 HEATED AND FILTERED

Custom Built by

George Chaney, Jr.

Phone Desert Hot Springs 4-2353 or write P.O. Box 1090 Palm Springs FREE ESTIMATES — FINANCING ARRANGED



Saturday Night, Feb. 13

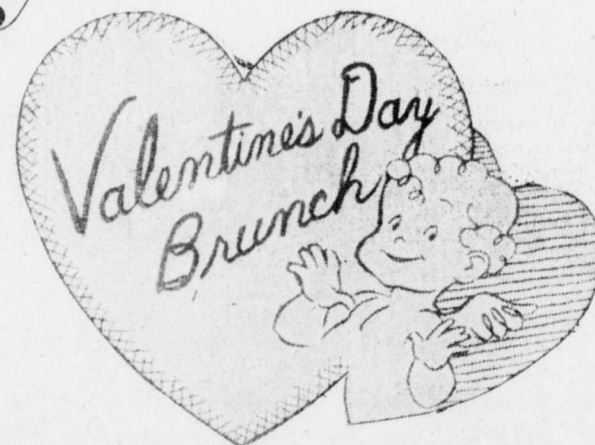
# Valentine Eve Party



A smart, sophisticated evening of entertainment and dancing to the music of Eddie LeBaron and his orchestra, plus unsurpassed service and good food in the El Mirador Room. A night you will long remember and enjoy. \$4.50 to \$5.50 per person.

Emil, our Maitre d', has prepared a special menu that your sweetheart will love. The decor of each table will be an especial delight — Long white table clothes under which the shy lover may hold his sweetheart's hand. Cupid and his arrows will be a more than welcome guest.

For reservations phone 2044



And don't forget Sunday After-Church Brunch on Valentine Day, February 14, in the Starlite Patio. Table service will start at 11:30 a.m. and continue until 2:30 p.m.





## What is Communism?

By Dr. John R. Lechner, Director  
Americanism Educational League of Los Angeles

(No. 1 of a series)  
PUBLIC ENEMY NO. 1

Communism, without a question, is the most imminent and serious threat to free government, free economy and personal liberty in America. It is waging a vicious war against the established institutions of this great country. Its strategy of conquest is the exact counterpart of the Soviet conspiracy in Europe and Asia: infiltration, disruption, then violent aggression.

Far too many Americans have had life so easy in America that they ridicule the idea of a communist insurrection in the United States. Informed and unbiased observers, however, are alarmed at the magnitude of Red conspiracy here, and foresee widespread disorder and sabotage, unless the Congress hastens measures to immobilize the communists structure. One day, before too long, every Red traitor expects the call from the Kremlin to strike.

### WHAT IS A COMMUNIST?

A communist is not necessarily a bushy-haired, wild-eyed fanatic who shouts sedition from a soap box in a public square or in a union hall. He is far more dangerous, because he is more insidious in his methods, more deceitful and dishonest. He may be a clever propagandist in a labor union or among unemployed, playing upon the frustration of a group of workers or upon their distrust of management; he may even deliberately create that distrust by a misrepresentation of facts; he may be the well trained, cunning writer in motion pictures or television who injects his contagious lies into a dialogue to contaminate the thinking of unsuspecting viewers who are looking for pure entertainment.

Or he may be the pious, scholarly exponent of a "perfect world" who tells his credulous listeners in the classroom or church that the "profit system" must be ended in America, because it is incongruous with Christian philosophy. He advocates a plan whereby people may "share and share alike," a Utopia comprised of goodies and angels! He overlooks the fact that such a system would obliterate free conduct, incentive to create and social vitality, and that ONLY under ruthless totalitarianism can all men be leveled to "equality," and an equality based only on the norms of the lowest standards of living.

**COMMUNISM'S PHILOSOPHY**  
Communism is a pseudo-philosophy because it is based on false premises. Its basic theory, enunciated in lengthy

dialectics by Karl Marx and Engels, is that society is necessarily divided into two warring classes, and that eventually the "proletariat" will instigate a revolutionary crisis and civil war in order to overthrow the "bourgeoisie" government. The blame for any bloodshed will fall upon the capitalist, or free society for resisting the latter stages of the revolution.

The fundamental concept of communism is the supremacy of the State. It holds that the State is all-supreme, and that no means should be spared to subject the will of the masses to that State. It abrogates, therefore, every basic individual right which Americans recognize as inherent in a free world. Under the communist philosophy of absolute statism, the right to speak, to act, to assemble, to write as free men, is denied. Under the rigid, totalitarian compulsion of the Soviet system a man must work where he is told, at what location, at what job, at what meager wages, and for many hours daily. The penalty for demanding redress in face of some terrible grievance, such as enslavement or starvation wages, may be banishment to Siberia, or outright liquidation.

### GOVERNMENT BY FORCE

Communism follows the pattern of all totalitarian systems in that it must govern by minority and must employ ruthless police powers to impose the will of the State upon the helpless masses. At no time has membership in the Soviet Communist Party reached six million, or less than three percent of the population. Four-fifths of this number, forming the lower echelons of the party, are secure in their standing only to the degree in which they can placate their bosses who are ever ready to start new purges to enhance their own power. The exclusive political structure of party membership at once belies the basic claim of communist leaders, that the Soviet system is

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Eggs (any style) with Ham, Bacon or Sausages  
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Cakes with Ham, Bacon or Jones Link Sausages  
Cheese Blintzes, with Strawberry Preserves  
and Sour Cream  
Poached Finnan Haddie in Milk, Butter Sauce

\$2.50

Spanish, Fresh Tomato, Chicken Livers or  
Jelly Omelette

\$3.00

Poached Eggs Benedict  
Fresh Mountain Trout, Saute, Meunier  
Calf's Liver Saute, with Bacon  
Chicken Livers Saute, with Apples

\$3.50

Broiled Minute Steak, Hashed Browned Potatoes  
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Tenderloin Ham Steaks, Pineapple Rings,  
Glazed Honey Butter  
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RUDI E. SIDLER, Managing Director

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"Beneath the Tower of the Stars"

democratic and represents the workers.

It is a mark of distinction within the party to cheat, lie, steal, betray and murder, if that act aids the communist cause. It is this complete lack of a moral conscience which explains how the Kremlin and its secret police could deliberately starve or murder over five million peasants and kulaks during the purge of 1932-3. Today, more than fifteen million human beings from the USSR and the satellite countries are in political prisons and slave labor camps in Siberia, dying by the thousands each month by starvation and exposure. Their numbers replenished each month by others as a result of continual purges. More than fifty thousand priests and clergymen have been "liquidated" during the last 35 years. Out of 51,000 Russian Orthodox churches in 1918, only a handful remain, and these are used for propaganda purposes.

The history of Soviet conquest and domination, even of its own people, forms the darkest picture in the history of mankind. Communism is the antithesis to the fundamental morality and decency of Christ-ianity and Judaism, and violates the conscience of free people everywhere. There can be no common ground on which

## Two Weeks Left to Register for City Elections in April

Registration for the important city elections in April will close two weeks from today, voters in Council Districts Two, Four and Six, were reminded by City Clerk Louise McCann this week. Those who are not registered or who have moved since their last registration, must register by February 18, she said.

Registration books are open at the city hall and next week it is planned to establish downtown booths for the convenience of Villagers.

Council terms are for four years each and every other year a portion of the council is elected. In 1952, councilmen in the odd-numbered districts were elected and this year, those in the even-numbered districts will be named.

Candidates may file petitions for nomination starting February 13. Time for filing candidacy papers expires March 4. Incumbent councilmen are

moral nations and unmoral communism can meet without the eventual destruction of human decency. Americans must learn this lesson.

Jerry Nathanson, District Two; Jerry Sanborn, District Four and Frank Miller, District Six.

## Author to Speak at Lions Meeting

Willard Price of Cathedral City, well known author of travel books and explorations in little known parts of the world, will be the speaker at today's meeting of Palm Springs Lions club at 12:10 p. m. at the Blue Room.

One of his earlier books, on the obscure Japanese islands in the Pacific, was used by the United States Navy intelligence staff in mapping its World War II strategy.

### CASH, TOOLS, TAKEN

Theft of \$47.92 in cash and tools valued at \$90 from the high school metalsmith shop was reported to police by school officials.



## TRIPLE GUARANTEE

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MAYFAIR

BLEACH

Half Gallon 19¢

CHICKEN of the SEA TUNA  
SPRY SHORTENING  
CLEANSING TISSUES

CHUNKS 30¢  
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3-POUND CAN 87¢  
BO-PEEP 23¢  
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DURKEE'S New Gold Standard  
MARGARINE

We Redeem 1-lb. 29¢  
Durkee 10c Coupons Ctn.

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FRESH FROZEN  
Halibut Steaks  
39¢<sup>lb</sup>

Eastern Hickory  
SUGAR CURED  
HAM Shank End 49¢<sup>lb</sup>

Ground Beef 33¢<sup>lb</sup>

CALO CAT FOOD 3 8-oz. 25¢  
cans

CALO DOG FOOD 2 1-lb. 27¢  
cans

PLANTER'S PEANUT OIL Pint bottle 45¢

BREEZE Detergent Cloth Lge. 30¢ Giant pkg. 59¢

SURF Detergent Lge. 29¢ Giant pkg. 58¢

RINSO Detergent Lge. 29¢ Giant pkg. 57¢

LUX Liquid Detergent 12-oz. 39¢ 22-oz. 69¢  
can can

LUX FLAKES FOR ALL Large 28¢  
FIN FABRIC pkg.

LUX Toilet Soap 3 Reg. 23¢ 2 Bath size 21¢

LIFEBUOY Soap Reg. 8¢ 2 Bath size 23¢

SNOWY BLEACH SAFE FOR 15-oz. 39¢  
NYLONS pkg.



DEL MONTE  
FRUIT COCKTAIL 17-oz. 21¢  
Can

KRAFT'S CHEESE FOOD  
VELVEETA 2-lb 88¢  
Loaf

GERBER'S  
BABY FOODS 6 4 1/2-oz. 49¢  
Cans

DEL MONTE, EARLY GARDEN  
SUGAR PEAS 17-oz. 19¢  
Can

CAMPBELL'S, RICH RED  
TOMATO SOUP Tall 11¢  
Can

N.B.C. BUTTER WAFERS  
RITZ CRACKERS 1-lb. 32¢  
Pkg.

SUNSHINE KRISPY  
SODA CRACKERS 1-lb. 24¢  
Pkg.

MILD AND SAFE  
PUREX BLEACH Half 29¢  
Gal.

QUAKER OATS Lge. 37¢  
Pkg.

CREAM OF WHEAT 28-oz. 29¢  
Pkg.

C & H SUGAR 10-lb. 99¢  
Bag

SCOTTISSE 11¢  
Roll

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ONIONS 4 lbs. 9¢

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## The PUBLISHER'S by OLIVER B. JAYNES Corner

GREETINGS TO READERS from the changed position of "The Publisher's Corner" to the new Editorial Page of The Desert Sun. We decided that the front page should be devoted exclusively to important local news items. So we are inaugurating an editorial page with this issue where the features which you see here will appear regularly.

SOME IDEA as to what improvements people think are the most important for Palm Springs was indicated last week at the meetings of the Coordinating Council, and the Merchant and Hotel associations.

At the Coordinating Council meeting, those who voiced opinions placed a municipal golf course as the civic project most needed. A municipal auditorium was prominent among other proposed improvements along with a truck route bypass that would keep trucks out of the heart of this resort community. The suggestion was also made that the Village needs more recreational facilities for older people, a retirement plan for police and fire personnel, and better parking facilities.

The hotel men and merchants have adopted resolutions favoring the granting of a permit for thoroughbred horse racing at the proposed track of the Palm Springs Turf Club. In their discussions on the subject the merchants and hotel men pointed to the need for more entertainment, the close-by location and the many uses of such a plant in addition to racing that would benefit the city in general.

It is good to get these expressions of opinion. They are not conclusive but they do give an idea as to the wishes of the people. These three projects — golf course, auditorium and horse racing — seem to be right up there at the top. They are all designed to provide more entertainment for our visitors — and as an inducement to bring people here.

WE LIKE LETTERS to the editor — wish we would get more of them. Your opinions may be shared with others in the community. All we ask is that you sign them. If you don't want your name used in the paper, that's all right — just say so.

But the people who write anonymous letters just waste their time. We read letters from the bottom up — no signature, no read! We figure that the stuff isn't worth reading if a person doesn't have the courage to sign the letter. It's like an anonymous telephone call; the caller would like to give you a piece of his mind and then hang up. The only way to beat this game is to hang up first. And that's just the way we feel about unsigned letters.

So please send us your letters; we will be very glad to use them, and we will be interested in your ideas — or criticism. But don't forget to sign them!

COFFEE INVESTIGATION! — A big staff of attorneys, experts, clerks and no telling how many other federal employees will delve into the coffee price situation and an economic report on coffee will be issued by the Federal Trade Commission. Just how much that is going to cost the taxpayers and how much good it will do no one knows. But it is a typical example of how much people have learned to lean on government for help, by having the government step in and volunteer its assistance.

There is one sure way to check the rise in coffee prices: Buy less. It would cost the taxpayers nothing and get certain results. That's the way such situations used to be handled before people became accustomed to run crying to their government officials everytime someone stepped on their toes.

### This Side of the Sun

By Phat

So from now on,  
There'll be no "Jump"  
You'll get this stuff  
All in one lump.

Note—A "jump" is a word used when an article or story is too long to fit into one page and you are politely asked to "See THIS SIDE, Page 50 and so." For some reason this practice has irked many people, but, on the other hand, has increased my prestige in the office because of the many letters addressed to "Phat." They didn't know the letters were gripes. But with this new set-up in The Desert Sun, This Side of the Sun will all be in one piece. No thumbing of the pages to find where you're supposed to look. In the above verse (pardon the expression) I first toyed with the idea of saying this would be all in one lump but could think of nothing to rhyme with that but punk and didn't want to encourage anyone.

AMONG THE WEEK'S communications was one signed Etain Shrdlu. . . It contained a suggestion and a complaint. The suggestion was: "In your widely circulated newspaper (Ed Note, Thanks) I see where Homer Varner wants the beer bottles and cans cleared from the highways. I'll go along on that. But here's a thought. If beer and other drinks were put back into returnable negotiable bottles there wouldn't be so much debris along the roadsides. A monetary value on a bottle would stay many a hand that sends cans helter-skelter over the countryside. You don't see many Coca-Cola bottles or 'mixer' bottles along the roads. They have value. Of course, if you or the publishers are loaded with American Can stock, you won't like this."

YOU WILL NOTICE that there are no so-called "chokes" in this piece today. A "choke" is what we call those dots, periods or what you want to call them, between phrases like this. — Mr. E. Shrdlu in his complaint said there were too many in these compositions. "They were originally meant to separate one thought from another in lieu of paragraphing," my erudite correspondent typed. "Inserting 'chokes' between every few words doesn't make for smooth reading, besides, look at the space it wastes." Perhaps I should tell him. That's why I used them. Filled up faster.

ALL RIGHT, so now I get back at my correspondents. I've got a complaint, too. It's about those people who have forgotten the lowly lower case letter, the small letter, and write everything in capital letters. These

letters are harder to read and entail a lot of marking before the gentlemen who preside over the linotypes will accept them. Then there are many institutions in town who are ambitious to have publicity. And they buy a typewriter which writes nothing but capital letters. The like the institutions which pick a name longer than Don Klotzbecher's or mine and expect to get it in a headline where we are cramped for space.

IDLY SITTING here, waiting for another thought to flit across what is laughingly known as the brain, I noticed the calendar which I had thoughtfully flipped to February on Monday. Noticed two dates, besides Sundays, in red. Then counted up. The people who only work five days a week, skipping Saturdays, if they observe the two birthday's, that of Abraham and George, will only work 18 days this month. For a full month's pay. Which reminds me. In the olden days when an artisan laid down his tools at the end of a ten-hour day he'd say casually: "Another day, another dollar." In these days it is: "Another five hours, another twenty bucks." You're not too old if you can remember the first phrase.

This is Date Week . . . Started Monday, runs to Saturday. With some guys, it seems every week is Date Week.

AFTER THOUGHT—Maybe I should now change the name of this thing to "Inside the Sun." But some one would probably write in and say: "Well, it isn't any hotter."

### Museum Notes

THURSDAY, February 4—8 p. m. At Museum. Members only. Special film program: "Lost Horizon."

FRIDAY, February 5—8 p. m. At Museum. Anthropology. Geography series: "Wheels Across India."

SATURDAY, February 6—10 Field trip. Destination to be announced. Bring lunch and water.

SATURDAY, February 6—8 p. m. Frances Stevens School. Guest lecture series: Dr. Francis J. Bowman, professor of history at University of Southern California will speak on "The Desert Indian."

In a simple civilization each person is like an oak standing alone; in a complex civilization each is like a slender tree protected in a forest.—NEA Journal.



(Frank Partidge Photo)  
**GOLF CAPITAL FOLLOWS MR. GOLF** — Where Ben Hogan goes, there's the center of the golfing world. The above picture taken at Thunderbird last weekend, is equivalent to 10,000 words in telling why Palm Springs is the Winter golf capital of the world. It shows the large gallery watching Ben Hogan, Mr. Golf, (arrow) in action. When Tamarisk Country Club brought Hogan to Palm Springs it brought the golf capital here, too.

### Confident Living

by  
NORMAN VINCENT PEALE

Self-Reliance Still Lives



This next week, the birthday of Abraham Lincoln comes round once more. There will be many things said about Lincoln because he was a many-sided figure of history, but the thing about him that has always impressed me most is that quality of self-reliance which brought him from his backwoods log cabin to the White House at the most crucial time in our nation's history. You may remember the stories of Lincoln as a boy learning his letters at the fire long into the night; or splitting rails to keep alive while he was fitting himself to practice law; or keeping store to help things along.

You may be tempted to ask yourself whether in our country today, these qualities of self-reliance have disappeared. Aren't we getting soft and lazy? I don't think so. Just last spring, I received a post card from a college boy which he sent to my farm at Pawling. He said he would mow lawns, paint, wash dishes, clean cars; in other words, he wanted to work. I had no work of that kind at the moment; so I tore the card in two and started to toss it into the waste basket. Then suddenly, I pieced it together with Scotch tape and put it in my files. Here was a boy willing to work and that warmed my heart, and I made a point of finding jobs for him.

The great breed hasn't run out. A few years back I got off a train at five in the morning to make a speech in a college chapel and found a boy waiting to meet me. "Are you Dr. Peale," he asked. And when I said yes, he explained: "I'm sorry to say that the president of our college has been detained in New York. So I'm acting for him both as your chauffeur and your official host."

He drove me to the president's house, showed me to a room and told me that breakfast would be ready for me at seven. When I came down to the dining room, there was the boy wearing a waiter's apron. He served me a wonderful meal and I told him it was so good that I wanted to congratulate the cook personally. So he took me out into the kitchen; there was no one else there—he stood

by the stove, bowed and said, "Meet the cook."

I made my speech in the chapel and, afterwards, someone in the choir behind me sang a beautiful tenor solo. I turned around to get a look at the singer and discovered that it was the same boy.

When he drove me back to the train, I asked him to tell me about himself. His father, he said, had been well-to-do, and when he had first come to college, his father had given him a car and a substantial allowance. But then, at the end of his first year, his father had lost all his money and had told the son that he couldn't afford to send him back to college.

"When I was young," the father said, "I had no money. I went to college because I worked my way through. God helped me to do it. But you've been brought up as a rich man's son and I guess you're pretty soft so you will have to drop out of college."

"That annoyed me," the boy told me, "and I said, 'Dad, if you did it, I can do it, too.' I went back to school and have worked ever since. God has helped me. And today my father and I are closer than ever because I can see what he had in him and he knows I have something in me. Whatever strength we've got in our blood hasn't died out."

When my train pulled away from the platform, I looked back and there he stood, smiling, happy and self-reliant. I've followed his career since. Of course he has done well because he learned the vital lesson that, with God's help, you can depend on yourself.

Our country is full of youngsters like that. No, Lincoln's breed has not died out. (Copyright 1954, Post-Hall Syndicate, Inc.)

Harlow H. Curtice, president of General Motors, announcing a billion-dollar plant expansion program for '54-'55 (\$2 million every working day this year). "No depression is in my vision. It is my belief that the national economy will be strong and healthy throughout the year."

### City Wide Recreation

(as reported by City Recreation Department)

**SQUARE DANCING**—Tuesday, 8 to 11 p. m. Frances Stevens School auditorium. Admission by donation, open to everyone. Walt Bauman, caller.

**BASKETBALL**—Monday and Wednesday, 7:30 and 8:30 p. m. High school gymnasium. Admission free.

**TAMARISK PARK**—Picnic facilities; lighted tennis courts, 25 cents an hour for lights; shuffleboard courts, horseshoe courts, children's playground. Open every day.

**DEMUTH PARK**—Relaxation facilities.

**YOUTH CENTER**—Monday through Saturday, 3:30 to 5:30 and 6:30 to 9:45 p. m. Open to boys and girls 13 to 19 years of age. For information regarding use of Polo Grounds, contact

### Quotes

Courage is too often thought of in terms of heroism or dramatic action. But if you are observing you may see the highest form of courage in the life of very ordinary persons caught in a web of tragic circumstances.—Audubon County (Iowa) Journal.

Prices are so high these days if you spend a dollar, they ring up "No Sale."—Louisville Courier-Journal.

Placing a child in the care of an adult who doesn't love children is like handing a choice bouquet to someone who just lays it aside.—Marcelle Cox, Ladies Home Journal.

Howard Haddock, recreation director, Phone 2202.

**The Desert Sun—2p** and **PALM SPRINGS NEWS** PALM SPRINGS, CALIFORNIA Thursday, February 4, 1954

## Another for Hogan

Ben Hogan has again scored another first—he gathered the largest gallery ever assembled at a Thunderbird Member-Professional tournament. The greatest golfers of the era were here to show their prowess and par was never so humbled, but it took Ben Hogan of the local Tamarisk Club to bring in the spectators.

Big time golf is comparatively new to the Palm Springs area. It started with the promotion of the Thunderbird Club under the able direction of Frank Bogert and his associates. The club went through a few years of organization in which it took no small amount of ingenuity on the part of the organizers to make the club what it is today. The history of Thunderbird tournament is legion. It now ranks as one of the major golf tournaments of the nation.

After the Thunderbird venture was well under way, a group associated with M. O. Anderson started the present Tamarisk Club. In starting they decided to bring in the foremost golfer of all time as their golf pro — Ben Hogan. This step would never have been taken except for the fact that Hogan considered Palm Springs the ideal spot for winter golf.

His cooperation in promoting Tamarisk has been phenomenal — his efforts in promoting Palm Springs as the "Winter Golf Capital" of the nation have gone a long way in making Palm Springs exactly that.

While Ben didn't win the tournament he made it a major event in golf. All the major news services, Time, Life, March of Time, all the top golf writers were on hand to record the event. Bantam Ben is doing a fine job for Tamarisk but he is doing a major job for Palm Springs — after all — he is a major leaguer.

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We've thought a lot about that record. We're proud of it, of course. But, even more than the sales leadership itself, we value what it means. It means we can have even stronger faith in producing Budweiser and Michelob by the costliest brewing process on Earth. It means that America's good taste continues to demand the very highest quality. It means this record belongs to you as much as it does to us.

And it belongs to the retailers who serve you. Throughout our more-than-100-year history, we have valued the friendship of these businessmen who are partners on the Budweiser team. Now, more than ever, we appreciate their confidence.

Although sales leadership is nothing new to Anheuser-Busch, we promise to continue to merit your good will on the basis of the unmatched quality of Budweiser and Michelob, and by always remembering that "MAKING FRIENDS IS OUR BUSINESS".

*August A. Busch Jr.*  
President

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### Dennis, the Menace

By Ketchum



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4 door sedan

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The Palm Springs Area Year-book now on the stands has over forty pages of colorful desert pictures and maps and is one of the most colorful resort publications in the United States today. Twelve pages of the wildflowers of the West in full color have been recently added. The book tells the complete story of the Palm Springs Area.

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BILES, RUTH 8-4371  
56 Glenn Street  
BLAKELEY, M. H. 8-4313  
HILLERY, WILLARD R. 8-3417  
JORGENSEN, E. M. 8-3401  
68-574 Broadway  
LEWIS, ANN REALTY, 85002  
Formerly Ann Sloan Realty  
661 Broadway  
SHERILL, R. II. "Bob"  
707 and 713 "D" St. 8-3543

**THUNDERBIRD AREA**  
BURKE, TONY, INC. 83481  
Wonder Palms Rd at  
Hiway 111

**RANCHO MIRAGE**  
EWART, ESTELLA C. 8-4203  
**COACHELLA**  
RALPH L. STEPHENS CO.  
Hill Ave. and Hiway 111

**PALM DESERT**  
EDITH EDDY WARD  
Palm Desert 76-3431  
73-667 Highway 111  
HOUSE OF ROY 76-4702  
Lois Roy, Broker  
Palm Desert Biltmore

**THOUSAND PALMS**  
HAL CORNELIUS 393  
**INDIO**  
RALPH L. STEPHENS CO. 7-7371  
Lupine Ave at N. Jackson



(Desert Sun Photo)

**FIRST 1911 IMPROVEMENT ACT**—The first street paving project petitioned by local residents under the 1911 Improvement Act was completed last week, with a hot-plant mix pavement, concrete curbs and gutters placed on Calle

Enclilla between Ramon road and Camino Parocela at a cost of \$4057.50. Equipment of the contractor, Hicks and Alfred, is pictured in the final stages of the work.

## Cathedral City News

By Paul and Mildred Clark—Phone 8-4691

### Woman's Club

Cathedral City Women's Club is hosting the Riverside County Federation of Women's Clubs on their annual public relations day to be held February 16 at Shadow Mountain club. This event is considered the Big Day of the year and the varied and interesting program lasts from the 9 a. m. registration and coffee hour to late in the afternoon. A business meeting followed by luncheon at the club, a fashion show, music and an address "Government is Your Business" by Dr. Mabel Kinney, chairman of Legislation for the California State Federation of Women's Clubs.

Mrs. Claude Yerkes of Palm Springs, county art chairman and Mrs. Eleanor McNamara, art chairman for the Cathedral City club have made elaborate plans for the Art and Craft display. Mrs. Alphamary Larrison, president of the Cathedral City club said that reservations are somewhat limited to that they should be made at once with either Mrs. Leslie Kelley or Mrs. Claude Cobb.

### Rockology Class

Mrs. Miriam "Billie" Williamson, director of Desert Art Center Gallery and Mr. and Mrs. Ernest Bennett of Idaho, Winter residents of De Luxe Trailer Park were members of the group taking part in the monthly overnight trip of the Adult Education Class in Rockology. The tour this month was to the Twin Buttes section southwest of Desert Center. Glen Vargas of Mecca who teaches the Wednesday night classes at the Katherine Finchy School and who with Mrs. Vargas also conducts classes in rock and silver work at Coachella Valley Union High School conducted the trip. Mr. Williamson reports that the abundance of specimens found in the area coupled with the perfect weather the past weekend made the trip outstanding in enjoyment.

### Lions Host Scouts

Lions club, sponsoring organization of the local Boy Scout troop, will entertain the boys for dinner and will in turn be entertained by the boys at the next Lions' meeting Thursday, February 11. Committee Chairman George Miller said that the twenty boys comprising the regular scouts of Troop 81 are organized into two patrols under the leadership of Robert Eter, Scoutmaster, assisted by Russ Snyder and M. O. Woody. The twelve older Explorer Scouts are led by Miller assisted by James Wolseth and Fred Anderson. Each group will stage a skit especially prepared for the occasion. Miller said that Troop 81 has charge of the Scout Court of Honor which is to be held this evening at the Katherine Finchy School.

### Library Booming

Librarian Warner Moon reports that book circulation at

Cathedral City Public Library for the month of January was 1143, which topped all previous monthly records by 59. Through the county library system, the local library is kept supplied with an impressive list of the latest titles in both fictional and non-fictional fields. As Winter tourists often have much idle time, the library is a particularly important asset to this type of community.

### Cancel Meeting

The regular meeting of the Cathedral City Woman's club scheduled in the year book for February 17 has been cancelled and in place the president Mrs. Alphamary Larrison has called a board meeting to be held in the Town Hall on Wednesday, February 10 at 2 p. m. The tire club membership is cordially invited to attend as there will be considerable business to attend to, particularly in connection with the County Federation Public Relations day to be held at the Shadow Mountain club on February 16, and at which the Cathedral City club is acting as host. "It was decided to cancel our meeting which falls on the day following the county meeting," said Mrs. Larrison, "and devote all our efforts towards making the Public Relations Day as successful."

### School Carnival

Local merchants are co-operating with great generosity in donating a wide variety of merchandise prizes for the Cathedral City School club carnival to be held February 12 according to an announcement by Mrs. Madeline Gallenani, chairman of the ways and means committee. Mrs. Dorothy Angell, club president said that a meeting to perfect final plans for the event is to be held today at 2:30 p. m. in the school cafeteria. The children themselves have made fifty posters advertising the event which is to be a fun fest for them as well as a money raising endeavor by the club to provide for children's parties during the year and the Christmas stockings at holiday time. Andy, the donkey man, among others, will be on hand with his string of burros to add to the festivities.

**Joe Garcia Enlists,  
Now at Fort Ord**

Joe Garcia, son of Mr. and Mrs. Rudy Salazar, has enlisted in the United States Army and is now stationed at Fort Ord, California. Garcia attended Chaffee college for two years prior to his enlistment. He was majoring in agriculture.

## Foot Notes

By LYNN EMRICK

"This Side of the Sun" mentioned a number of civic-social events scheduled for the next few months with appeal for the general public. Our Museum has a full program planned for every week which is free to all. The Saturday night guest lectures at the Frances Stevens auditorium are educational as well as entertaining. This Saturday, Dr. Francis J. Bowman, professor of history at the University of California, will present a talk on "The Desert Indian." He is a well versed scholar who has studied in many universities throughout the world, among which are the universities at Stockholm, Rostock, Germany, Liege, Belgium and Paris.

The following Saturday, February 13, Glen Vargas, a high school teacher from Indio will present an illustrated lecture "How Lily-like Plants Affect Desert Wildlife." Desert flora and fauna has always been a fascinating subject for Villagers and tourists. The desert vegetation is unique. The annual rainfall in our desert seldom exceeds six or eight inches, and consequently the plants which are able to survive in such arid environment exhibit distinctive characteristics which are extremely interesting. To learn how plants can and will affect the wildlife please attend the program on February 13.

Our own Villagers, Slim and Pat Moorten, will give a repeat

performance February 27. They have made many trips to Mexico and have hundreds of beautiful colorful slides. They broke attendance records with an audience of four hundred last month and Dr. Smith and I feel sure that their next presentation will draw many more. Those who have seen Walt Disney's "Living Desert" will recall the breathtaking scenes where cacti blossoms burst into full bloom and they can be assured of as spectacular views when Slim and Pat show their slides. This brief review of Museum programs was written with a sincere interest for the tourist who comes to our Village seeking pleasure and for the resident who needs a refreshing substance of enjoyment.

### Rodeo Dance at Deep Well Will Aid Polio Drive

Deep Well Guest ranch will stage a March of Dimes benefit dance this Saturday night when the Bene Racketeers, a new band making its Palm Springs debut, will play for the annual Rodeo Dance. Ace Spriggins, well known Villager, will also be on hand. It was announced that 15 per cent of the proceeds from the Rodeo Dance will go to the March of Dimes.

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CLASSIFIED ADS



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new!  
it's  
terrific!

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Inner-Door Compact —  
Built-in Mirror in top tier

NEW DOUBLE-DUTY MOCK SHELL BAG

\$595

plus tax

White - Gold Dust - Shell

**HENRYFRANK**

130 NORTH PALM CANYON DRIVE

## NOW APPEARING

# NELLIE LUTCHER



## SADDLE & SIRLOIN

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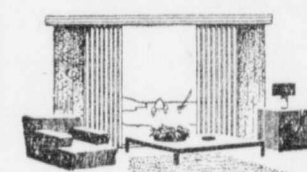
Phone 9069 for Reservations

## Realty School

### Course to Open At Chaffey Soon

Culver Nichols, president of Palm Springs Real Estate board, was among eight southern California area board heads to endorse the professional program in real estate sponsored by the University of California extension in cooperation with the California division of real estate, the educational committee of the National Association of Real Estate boards and the California Real Estate association. Earl Ventner, head of the program for the university said. Two courses are planned for Spring study at Chaffey Junior college, Ontario, starting February 16. The courses lead to an award in Real Estate.

## See "Miracle" Venetians in Plastic Lume Duetto



NEW CHARM &  
BEAUTY FOR  
YOUR DECOR!

You must see these new plastic Lume Venetian Blinds today! You'll be amazed at their "miracle of beauty"—just as so many others have! Choice of 11 popular interior shades; 2-tone exterior. Best of all—they're priced low for the budget-wise.

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Free Estimates.  
No Obligations

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LOS ANGELES, CALIFORNIA

## Open to the Public El Mirador Health Club

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## FINNISH STEAM ROCK BATHS

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**Fred Leemans in charge**

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**El Mirador HOTEL**  
PALM SPRINGS, CALIFORNIA  
"Beneath the Tower of the Stars"

BE MY  
VALENTINE AND  
OPEN OR ADD TO YOUR  
SAVINGS ACCOUNT BY  
THIS DATE  
FEBRUARY 10

AND YOU'LL  
STILL RECEIVE  
OUR HIGH RETURN  
FOR THE FULL MONTH

HERE'S WHERE YOUR  
SAVINGS GROW FASTER!

Our Current  
Interest Rate **3 1/2%**



"Where Money Grows Faster"

176 S. Indian Avenue  
Phone  
Palm Springs 2954

45-149 Smurr Avenue  
Phone 7-3416 Indio

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**IT'S NO BULL**  
for Value and Selection  
shop Western Wear for  
the Whole Family at



Hiway 111, Cathedral City  
PHONE 8-4573  
Open 7 days a week from  
9 A.M. 'til 8 P.M.  
SMOKE TREE RANCH  
Phone 5102  
Open 7 days a week from  
9 to 5

Sun Classified Bring Quick Results



# FREE, CONVENIENT PARKING FOR PATRONS OF

*Kelley's*

Palm Springs' Oldest and Largest Home Furnishings Store

Phone 2874 or 6201

*Progress*

We are doing our utmost to keep pace with the growth of Palm Springs and its entire resort area.

Now we are pleased to offer the additional facility of parking in the heart of the downtown section while you transact your business with the Bank of America.

**Bank of America**  
NATIONAL TRUST AND SAVINGS ASSOCIATION  
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

*Exquisite Form*  
BRASSIERES

STYLE 505 — in Acetate SATIN  
Stitched undercup, firm uplift with 1½ inch band.  
A Cup — 32 to 36  
B Cup — 32 to 40  
C Cup — 32 to 42  
White, Black, Pink, Blue

\$1.50

STYLE 502 — in BROADCLOTH  
A Cup — 32 to 36  
B Cup — 32 to 40  
C Cup — 32 to 42  
White and Tealrose

\$1.50

STYLE 506 — in NYLON  
A Cup — 32 to 36  
B Cup — 32 to 40  
White only

\$2.00



*Beebe's*

152 N. Palm Canyon Drive

Phone 5247

**CENTER PARKING LOT**

1 HOUR FREE PARKING WITH PURCHASE OF 1 OR MORE FROM ANY CENTER MERCHANT



THE CENTER PARKING LOT

Take advantage now of the new parking facilities made possible for you by the merchants represented in this announcement. The parking facilities are located in Palm Springs most convenient shopping district.

The only Shop devoted exclusively to the JUNIOR MISSES Play . . . School and Party Clothing  
*mary helen teen shop*  
"In The Center"

174 No. Palm Canyon Drive

Phone 2466



Flowers spread Happiness wherever they go! Whether it's a Valentine, a gift or just Hello.

**VILLAGE**  
Flower Shop

174 N. Palm Canyon Dr.

Phone 2533

**UNDER NEW MANAGEMENT**

We are indeed proud to announce the ownership of the most popular drug store in Palm Springs

We wish to assure everyone that we will strive to keep our service to you at the topmost rung of efficiency and courtesy. Our shelves will be stocked with the best in cosmetics, drug sundries and supplies. Unsurpassed care will be exercised in the preparation of prescriptions.

We are happy to provide the new parking facility on Indian Avenue, opposite the Center.

**PALM SPRINGS**  
**DRUG & IMPORT CO.**

GEORGE MORRIS, Proprietor  
160 N. PALM CANYON DRIVE TELEPHONE 3333

Off-street parking, long a source of annoyance to both shoppers and merchants has at last been partially answered in the Village with the creation of parking facilities for those merchants located in The Center.

The Center, located right in the very heart of the shopping district is the first group of merchants to consolidate their efforts with the installation of parking facilities on Indian Avenue. It is less than one city block to the center of Palm Canyon drive.

The parking lot with an attendant in charge at all times is situated on the East side of Indian Avenue immediately opposite the rear entrance of The Center. Persons desiring to park their car will receive a parking ticket from the attendant which will entitle that person to one hour of free parking.

This parking ticket must be validated by the merchant in whose shop the car owner visits. A purchase of one dollar in merchandise will entitle the shopper to one hour's free parking.

Patronize the merchants whose advertisements appear on these two pages. All of them belong to the parking organization who made it possible for the installation of this new parking facility.

**The King's Quarters**  
*Youth Attire*

POPULAR, NEW EARLY SPRING MACHINE WASHABLE SHIRTS



GAUCHO SHIRTS by Don Roncho \$3.50  
Kaynee Color-tone CASUAL SHIRTS \$3.98 to \$4.25  
Long & short sleeve POLO SHIRTS 95c to \$3.50

SUITS -- JACKETS -- SPORT COATS  
SLACKS -- JEANS -- SWIMWEAR  
ROBES -- PAJAMAS -- SOCKS -- TIES

EVERYTHING for the YOUNG MALE — sizes 4 - 20 IN THE CENTER

*put a in your printing...and have it printed in a Springs*

*The Printery*



INDIAN AVENUE ENTRANCE TO THE CENTER

The Indian Avenue entrance leads into one of the most fascinating shopping centers in the heart of the Palm Springs resort area. Validate your parking tickets any of the merchants listed in this announcement.

For The Discriminating HOME OWNER

Everything one needs for a beautiful and practical fireplace. Specializing in All Types of Custom Made Fireplace Equipment and Screens — BARBECUES and EQUIPMENT UNUSUAL GIFTS IN

Black Wrought Iron - Brass - Copper

MIKE'S

*FIRESIDE*  
AND GIFT SHOP  
YOUR FIRESIDE DECORATORS

171 No. Indian Avenue

Palm Springs

Phone 5389

Open Sundays 10 until 5

"FIRST WITH THE LATEST"  
**BECK BROTHERS**  
**MEN'S WEAR**

SPORT COATS  
SLACKS  
SUEDE JACKETS  
NOVELTY JACKETS  
SPORT WEAR  
SPORT SHIRTS  
ACCESSORIES

SEVERAL ITEMS PRICED FOR IMMEDIATE CLEARANCE UNUSUAL VALUES

Free Parking in Our Big Parking Lot Opposite The Center — Indian Avenue

**WE ARE DELIGHTED . .**

We are delighted to have had a part in the creation of the new parking organization composed of merchants located in The Center.

Here Villagers, visitors and patrons of these merchants will find parking facilities for their automobiles in the very heart of the Village.

*The Desert Sun*

For especially nice SWIM SUITS and accessories or SHORTS or PEDAL PUSHERS or a SUN BRA or perhaps a SKIRT or just a BLOUSE or pretty SEPERATES to dance please see us first.

*Jorge Wall* FASHIONS  
Sportswear and Separates

P.S. In our newly redecorated store you will find merchandise displays as to make shopping lots more fun. Do come and see.

170 North Palm Canyon Drive

Phone



# FOR PATRONS OF 'THE CENTER'



INDIAN AVENUE ENTRANCE TO THE CENTER

The Indian Avenue entrance leads into one of the most fascinating shopping centers in the heart of the Palm Springs resort area. Validate your parking tickets with any of the merchants listed in this announcement.

## For The Discriminating HOME OWNER

Everything one needs for a beautiful and practical fireplace. Specializing in All Types of Custom Made Fireplace Equipment and Screens — BARBECUES and EQUIPMENT

UNUSUAL GIFTS IN

Black Wrought Iron - Brass - Copper

MIKE'S

**FIRESIDE**  
AND GIFT SHOP  
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171-No. Indian Avenue

Palm Springs Phone 5389  
Open Sundays 10 until 5

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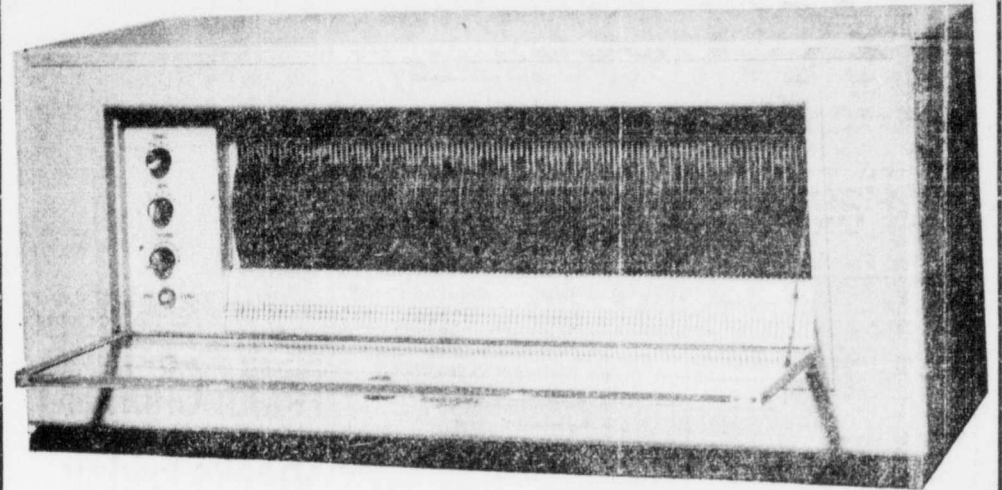
*George Wall* FASHIONS  
Sportswear and Separates

P.S. In our newly redecorated store you will find merchandise displayed so as to make shopping lots more fun. Do come and see.

170 North Palm Canyon Drive

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## MINTHORNE MUSIC COMPANY IN THE CENTER



Exclusive Distributor of the Town's most talked about Phonograph

### The Seeburg 200 Select-O-Matic

Plays 100 records, 200 selections automatically.  
Up to 25 hours of continuous music without repetition.

Also a Complete Selection of

HI-FIDELITY AMPLIFIERS, TUNERS, SPEAKERS,  
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Also Regular Dinners

Choice Steaks — Chops — Fried Chicken  
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LUNCHEON BUFFET

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Served 12 Noon 'til 3 P.M.

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Costume  
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Costume jewelry is a carefully chosen, integrated part of a well-dressed woman's wardrobe — it is a part of her daily life, it sets her apart and glamorizes her individuality.

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## "FIRST WITH THE LATEST" BECK BROTHERS MEN'S WEAR

SPORT COATS

SLACKS

SUEDE JACKETS

NOVELTY JACKETS

SPORT WEAR

SPORT SHIRTS

ACCESSORIES

SEVERAL ITEMS  
PRICED FOR  
IMMEDIATE  
CLEARANCE  
UNUSUAL VALUES

Free Parking in Our Big Parking Lot  
Opposite The Center — Indian Avenue



## School Boys Pick Cotton to Aid March of Dimes Drive

An interesting and unusual scene took place last week when all the boys from Chase School at Thousand Palms turned out to pick cotton for the March of Dimes campaign.

Mrs. Thurston Chase, Jr., director of the school which is sponsored by the Desert Educational Foundation, explained that it is the policy that all spending money must be earned. The boys do this by growing vegetables and aiding in chores around the 110-acre ranch.

Friends of the Foundation on nearby ranches have been sufficiently impressed by the boy's ability to ask their aid in farm work. This being the final harvest of cotton, the 23 school boys volunteered to give their day's earnings to the March of Dimes.

Enthusiastically led by student Jimmy Wilson whose recovery from the disease years ago was so greatly aided by the Polio Foundation, they turned in their pay to the March of Dimes.

## Christian Home Topic Saturday of Pastor Smith

The role of the Christian home and the possibilities of its influence in life will be the subject of fluence in the church, in society Pastor Kenneth Smith's remarks at the 11 a. m. service of the Palm Springs Seventh-day Adventist church Saturday.

"I feel that the materialistic and worldly attitude of parents and the resultant breakdown of the family altar and lack of spiritual leadership and example in the home are major contributing causes to the high rates of divorce and juvenile delinquency," Pastor Smith stated. Seventh-day Adventist churches around the world will be giving special emphasis to the Christian home Saturday.

February 13, the denomination's oldest publication, the "Signs of the Times," celebrating its 80th anniversary, will launch its annual subscription campaign in Seventh-day Adventist churches here and abroad.

**The Desert Sun—6p**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

**FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS**  
A Branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

Sunday Service, 11 A.M.  
Wednesday Meetings, 8 P.M. (Women's Clubhouse)  
Sunday School, 9:15 A.M.  
271 Ocotillo Avenue

The Reading Room in The Center is open daily, except Sundays and holidays from 12 to 4.

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**Youth Center**  
386 No. Belardo Road  
Every Sunday  
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REV. W. H. TENSMEYER

**Michael Buccino**  
Finest Custom Made  
DRAPERIES  
BED SPREADS  
CORNICES  
UPHOLSTERY  
BEAUTIFUL SELECTION OF FABRICS THAT TAKE THE DESERT SUN  
Good Modern Furniture and Lamps and FINE CARPETING at Prices you will like  
Now in Our New Location  
71-845 HIWAY 111 AT RANCHO MIRAGE (in the Don Cameron Building)  
NO PARKING PROBLEM  
May we have the pleasure of giving you an estimate  
NEW PHONE 8-4861

## Business Directory

<p><b>AMBULANCE SERVICE</b></p> <p><b>WIEFELS &amp; SON</b> 666 Vella Road Phone 2977 Palm Springs.</p>	<p><b>BUILDERS SUPPLIES</b></p> <p><b>DILL Lumber Co.</b> Open 'til Noon Saturdays Guy R. Kremer, Mgr. 691 INDUSTRIAL PLACE off Sunny Dunes Phone 2758 and 2759</p>
<p><b>BUILDING SERVICES</b></p> <p><b>J&amp;S Paving Co.</b> Asphalt Paving — Roads Driveways — Parking Areas Concrete Curb, Walks, etc. Serving the Entire Desert Area at Reasonable Prices OFFICES and YARD Highway 99 Below Cabazon SAM JANIS, Gen. Mgr. Ph. Banning 4215 - Box 74</p>	<p><b>Whitey's Cabinet Shop</b> Kitchen Window and Cabinets Door screens Store Fixtures Rose Trellises Shelving Picket Fences <b>MADE TO ORDER</b> Indian Ave &amp; 99 Garnet Phone Desert Hot Springs 4-2609 Gen. Del., No. Palm Springs</p>
<p><b>FLOOR COVERING</b></p> <p><b>CARPETS — RUGS</b> Complete contract department for Hotels, Apartments, Motels and Commercial users. All major mills represented. All workroom facilities, sewing laying, binding, repairing <b>Nick Naylor, Inc.</b> FLOOR COVERINGS 45-297 JACKSON, INDIO Phone 73871 Samples and Estimates to your home or office at no cost or obligation. <b>ALSO AT RETAIL FOR THE HOME</b></p>	<p><b>TRAILER REPAIRS</b></p> <p><b>MOBILE HOME SERVICE</b> Complete remodeling, major and minor repairs. Tire, brake and axle service. Let us re-design your kitchen or add a picture window. Contract or by hour <b>PHONE 4292</b> for Free Estimate</p>



**COTTON TO MARCH OF DIMES** — Boys of Chase School at Thousand Palms pick cotton at neighboring ranches and donate their day's pay to the March of Dimes. They are shown above in the cotton fields.

## Rabbi Chomsky Speaks Friday at Temple Isaiah

Rabbi Samuel W. Chomsky will occupy the pulpit of Temple Isaiah tomorrow night at 8:15 o'clock.

Rabbi Chomsky is the area director of the National Jewish Welfare Board, a member of the USO, and is a graduate of the Hebrew Union College. He spent three years in Israel on the Henry Morgenthau Graduate Fellowship. He was a chaplain in World War II and was the senior Jewish Chaplain in the Southwest Pacific and a member of General Douglas MacArthur's staff as advisor on Jewish affairs. The Rabbi is a lieutenant colonel in the Army Reserve in the Chaplain's corps. Rabbi Chomsky has a number of friends in this community and it is expected that a large congregation will be present to listen to his message.

Saturday morning services will be held at 10 o'clock. Religious school classes will be held at 10 o'clock Sunday.

## New Members to be Received at Cathedral City

Communion service and the reception of new members will mark the morning worship hour at 11 o'clock at Cathedral City Community church, Dr. Graham Hunter, pastor, announced.

He will preach the sermon at that hour. Dr. Graham also announced that the Thursday morning prayer meeting at 11 o'clock are increasing in interest with attendance growing. Automobiles will leave the church at 1:30 p. m. today for the Charles Nott home in Rancho Mirage where Mrs. George Armacost will this afternoon address the Women's Auxiliary of the Community church.

## Youth for Christ Rally Saturday

Monthly Desert Area Youth for Christ rally will be held Saturday night at Palm Springs Community church starting at 7:30 p. m.

On the program will be Ted Nissen who was in the work-camps in Germany and in youth conference work in Berlin. Phyllis Harris and Hugh Harris. The trio have been on a part of the College World travelers and will talk on experiences in Germany, Japan and Alaska.

The Scoville sisters of Sierra Madre, vibraharp and piano artists, are also on the program.

**"SPIRIT" WILL BE CHRISTIAN SCIENCE TEXT**  
"The Spirit searcheth all things, yea, the deep things of God." These words of Paul to the Corinthians are the Golden Text (1 Cor. 2:10) in the Lesson-Sermon on "Spirit" to be read in all Christian Science churches on Sunday.

The healing effects that result from the understanding of God as Spirit were demonstrated by Christ Jesus. According to Matthew's Gospel (12:22, 28) there "was brought unto him one possessed with a devil, blind, and dumb; and he healed him, insomuch that the blind and dumb both spake and saw." Confirming his use of God's power he declared, "If I cast out devils by the Spirit of God, then the kingdom of God is come unto you." "Jesus did his own work by the one Spirit," affirms Mary Baker Eddy in the Christian Science textbook, "Science and Health with Key to the Scriptures." Later she counsels, "Let us feel the divine energy of Spirit, bringing us into newness of life and recognizing no mortal nor material power as able to destroy." (pp. 79, 249)



**CHILDREN'S SIZES, 8 1/2 to 3 — \$5.95**  
**LADIES' SIZES, 3 1/2 to 9 — \$14.95**  
**MEN'S & BOYS' SIZES, 3 1/2 to 12 — \$14.95**

862 pairs of boots of different colors and sizes to choose from

We Carry Only Famous Known Brands  
**ACME — JUSTIN — HYERS — TONY LAMA**  
**NOCONA — LEDDY**

If we can't fit you from stock we will measure your foot and order any type boot you want.

**STETSON FELT & STRAW HATS**  
**LEVI & LEE DENIM PANTS**

Everything for the Horse and Rider  
Clothing to fit Men, Women and Children

## Rasmussen's Saddlery

Southern California's Most Complete Western Store  
1600 CHIA ROAD — north end of Sunrise Way  
At the Ranch Phone 2681

## Cub Scouts

March of Dimes Gets New Boost

Den 7 of Cub Scout troop 80 unanimously voted at their recent gathering to give one half of their treasury to the March of Dimes to help other children not as fortunate as they are.

Boys in the Den are Kingston Cole, Stevie Nichols, Dee Roberts, Ronald Weinstein, Donald Bodron, Henry Heuck, Ken-

ny Breitweg, Dallas Lavert, Alan Silverman and Billy Bruce, den chief.

## Kon-Kre-Kota

CEMENT FLOOR FINISHES  
SWIMMING POOL COATING  
WHITE ROOF COATINGS

## PAINTS

HEAT RESISTANCE  
SALES—SERVICE  
Phone 5677

## Flower Arranging

Instructions — Consultations  
Modern Dry Arrangements suited to your home

WEDNESDAY CLASSES

**JOSHUA TREE STUDIO**  
Hetty Dudley

2511 N. Palm Canyon Dr. Phone 3256



## Dr. Sidney Noles, Jr.

Optometrist

- Eyes Examined
- Same Day R Service
- Latest Modern Eyewear

170 West Amado Road

Phone 2212

## TELEMETER

Pay-As-You-See  
Television presents

Thursday, February 4

## "The Stars Are Singing"

Starring Rosemary Clooney and Lauritz Melchior  
7:35 P.M. and 9:20 P.M. — Price \$1.10

Friday and Saturday, February 5 and 6

## "The Wild One"

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TWENTY-SEVENTH YEAR

# The Desert Sun

and PALM SPRINGS NEWS

Page One-C Palm Springs, California, Thursday, February 4, 1954 Third Section



## AROUND TOWN

With Hildy Crawford

Sing a song of palm trees . . . pocket full of bills . . . Four and twenty Cadillacs . . . swooping down the hills . . . Sunshine on the mountains . . . glinting on the pools . . . Shining on Palm Canyon drive . . . the city hall and schools . . . And when the desert stars come out . . . the neons come out, too . . . The palm trees are all lighted up . . . and there are things to do . . .

For Villagers and visitors . . . and they don't miss a thing . . . Now, isn't this a jolly place . . . to entertain a king?

In case this bothers you . . . I'd better tell you . . . I only get poetical in February . . . and February in Palm Springs being what it is . . . it just isn't surprising . . .

Millie Warwick (she's social secretary at The Tennis Club and the popular treasurer of Desert Riders) is wearing Keith Herbert's diamond . . . and they have announced plans for a late Spring wedding . . . Marriage plans are awaiting recovery of Keith's brother Gavin Herbert . . . who was injured seriously when he was hit by a car during the holidays . . . Gavin is to be best man at the wedding . . .

### City of Hope

Things are still very much hush-hush concerning the entertainment for the City of Hope dinner . . . but it promises to be another spectacular affair . . . For one thing, Leo Fields is helping with the arrangements . . . and I understand that he will emcee the show . . . There is a master showman . . . For another thing Melba Bennett is doing the decorations . . . and she is noted for coming up with the ultra-unusual . . . Many of the ideas that added so much color to the Village Insanities were her brain-children . . . and she has been the moving spirit in some of the dreamiest parties the Village has ever seen . . . It looks like this will be real good . . .

### Anniversary

Vicki and Billy Malouf had not announced that it was their 24th wedding anniversary . . . but guests at their Saturday night party surprised them with a flat silver service . . . accompanied by a Jane sketch of them as they looked at their wedding . . .

So many Los Angeles and Beverly Hills people came down for the party . . . that it inspired other hostesses to entertain them . . . Tom and Theodora Fleming whipped up an impromptu cocktail party Sunday evening for 25 or 30 . . . and the Harold McAllisters hosted a Sunday night dinner at The Tennis Club . . .

The Flemings, continuing their series of informal parties, were dinner hosts to Commander and Mrs. Maurice Horner, Dr. and Mrs. Alfred Strauss, Commander Tom White, and Jerry George of New York . . . The latter is here recuperating from injuries received December 19, when he was in a plane crash-upt near Zurich, Switzerland . . .

### Pearl King

The man who has a world monopoly on the pearl trade, Leonard Rosenthal of Paris, France . . . is here with his wife . . . for a two months vacation at the Palm Springs Biltmore . . . His autobiography "The Pearl Hunter" tells the story of how in 20 years time . . . a penniless immigrant to France amassed 100 million dollars . . . and became the Pearl King of the world . . . An interesting personality . . . with one of the few beads to be found in Palm Springs . . . Rosenthal is a noted art collector . . . The French Government made him a Commander of the Legion of Honor for his many philanthropies . . . Also at the Biltmore is Mrs. Savelly Sorine of New York . . . widow of the great artist who painted the portraits of Queen Mother Elizabeth and Queen Elizabeth . . . which the Metropolitan Museum is hoping to add to their collection . . .

Eating Cantonese food at Don the Beachcombers Monday evening . . . were Bing Crosby and Pete Petito . . .

Calling 8-4422

Bettye Herbert called me on their new telephone (They've been isolated without one ever since they moved into their new

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## Social-Club Calendar

(Clubs and organizations are invited to send in meeting dates for listings.)

**February 4**  
DAR Birthday luncheon, El Mirador, 12:30 p. m.  
Lions Club, Chi Chi, noon.  
Elks Lodge, at the Cove, 8 p. m.  
Eastern Star, Masonic Temple, 8 p. m.  
Queen Scheherazade finals, Shadow Mountain Club.  
Jaycee Board of Directors meeting, Chamber of Commerce building, 8 p. m.

**February 6**  
Los Compadres Brone Busters Ball, 8:30 p. m.  
Arabian Night Ball, Shadow Mountain Club.

**February 8**  
Air Force Reserve Unit, P. S. high school, 7:30 p. m.

**February 9**  
Woman's Circle birthday luncheon, Community church, 1 p. m.  
Soroptimists, Chi Chi, 12:15 p. m.  
Kiwanis, El Mirador, noon.  
First Nighters Dinner, Racquet Club, 6:15 p. m.  
St. Paul's Guild, Smoke Tree Ranch, 12:30 p. m.

**February 10**  
Rotary, Tennis Club, 12:10 p. m.  
Rotary Anns, Tennis Club, 12:10 p. m.

**February 11**  
Elks Lodge, at the Cove, 8 p. m.  
Lions Club, Chi Chi, noon.  
OESTA Club, spaghetti dinner, Los Compadres clubhouse, 7 p. m.

**February 12**  
Gaslight Gaities, Wars Memorial Hall, 8:30 p. m.

## Squaw Dress Featured in Style Show

The squaw dress, which Palm Springs has adopted as around-the-clock wear, will be featured in the show which Alpha's Palm Springs shop is staging at El Mirador on Friday night.

The colorful dresses, so well suited to resort wear, are designed by Alpha of Tucson. Last week they were televised in color in Tucson and will be shown on February 14 in the "Camel Caravan" show.

Anita Haskell Jones will commentate the show, which will be held in El Mirador Room at 8:30 p. m.

Four lovely models, Darlene Beck, Peggy Paul, Chris Haskell and Taylor Dunlevie, will wear the dresses and the separates which will be shown.

Imported trimming, hand screening, colorful imported fabrics, and skillful workmanship mark these Alpha fashions. A number of high fashion cocktail dresses, which are so popular now, will be included in the show.

Alpha's Palm Springs Shop, which opened this past year, is at 332 North Palm Canyon drive.

## Oakland Mayor is Honored at Dinner Party

Mr. and Mrs. George Harney were hosts Monday evening at the Racquet Club to Mayor Clifford Rishell and Mrs. Rishell of Oakland, California.

Other guests for the pleasant dinner which took place in the Garden Room were Mr. and Mrs. Irving Moore. The dining table was centered by spring flowers.

perfectured for the annual rummage sale to be held the last of March.

### One of Series

Mrs. Lee Frank will be hostess to a group of friends for cocktails, dinner and cards Tuesday night . . . at her home at 271 Merito Place . . . This is one of a series of affairs planned by this popular hostess . . . Among the guests will be the Henry Weinbergers (just back from a Caribbean cruise), Mr. and Mrs. Irving Jacobs who have just arrived from Chicago and taken a house here . . . Also here from Chicago, the George Simmons . . . Other guests are Monty and Bettye Herbert, Dr. and Mrs. Alfred Strauss, Dorothy Gray, Mr. and Mrs. Asher Levy, Mr. and Mrs. Ernie Alschuler, the Nathan Ohrbachs . . .

Jim Galloway (publisher of Aero Digest) who was here for the weekend . . . hosted a Saturday night party at Ned Crawford's The Ranch . . . Senator and Mrs. George Maypole were there with their friends Mr. and Mrs. John Byers of Chicago . . . Also in their party was Jack Pepper . . .

### Two Weeks in July

And what are you planning to do this Summer? . . . It isn't this gorgeous Spring weather that make me ask . . . it's hearing about the vacation plans of the David Roths . . . Prince Michael of Rumania has asked them to be his guests for two weeks . . . when they go to New York next Summer . . . You remember the Prince spent 10 days in the Village not too long ago . . . and became acquainted with the Roths at that time . . .

It finally happened . . . and I have been chortling all week about that ad in a metropolitan paper that said . . . "I dreamed I was in Palm Springs . . . in my you-know-what-kind of bra" . . . Now all we need to achieve immortality is to break into a Burma Shave series . . .

Certainly Palm Springs is getting all kinds of publicity . . . The "Little Margie" broadcasts were terrific . . . Thank you, Charlie Farrell! . . . The L. A. columnists find us very good copy this time of year . . . and Alyce Walker advises me that Jack Owens (he spent several days in town at the Howard Manor recently) spoke glowingly of Palm Springs in his daily program on a coast-to-coast hook-up.

## Guild to Meet on Tuesday

Mrs. Fred S. Markham of Smoke Tree Ranch will be hostess to the Guild of St. Paul's in the Desert next Tuesday, February 9. The meeting is called for 12:30 and tea, coffee and dessert will be served.

At this time, plans will be

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(Anderson Photo)

**GOOD SHOW** — Three of the people who were responsible for the very successful Diane Handknit show at The Tennis Club were Mitzi Gaynor, attractive young screen personality, who modeled for the occasion, Sam Taylor, and Diane.

## Fair Queen to be Chosen at Arabian Nights Ball

Miss Palm Springs (Beverly Bell) will be among the eleven high school girls competing for the title of Queen Scheherazade of the Riverside County Fair and Date Festival in the final contest at Shadow Mountain Club Saturday night.

The contestants will arrive at the Shadow Mountain Club at noon with the contest set to get under way at the club's beautiful figure-eight swimming pool at 2 p. m. Judges will be out-of-county residents.

Identity of the girl selected "Queen Scheherazade" and the two runners-up will be disclosed at the Arabian Nights Ball and dinner being held the same evening at the Shadow Mountain Club.

Relatives, friends and officials of the local sponsoring committee may arrange to attend the contest and the dinner and ball by securing, in advance from the queen contest in their high school district, guest membership cards to the club.

The Queen and the two other top winners will be entertained the following Friday and Saturday in the desert area.

Coronation of the Queen will take place at the Woman's Club of Indio, February 13, to set off a round of activity for her and her two princesses continuing until the final day of the fair, February 22.

All eleven of the girls selected by their communities will be royally entertained and have a gala day at the fair and festival on Saturday, February 20. They will be special guests of the fair management with the festivities climaxed by a Queen Teen dance.

Television and radio appearances are also being planned for some of the girls. Restaurants in the Coachella Valley area will dine the girls as special guests during their stay at Indio.



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## Golf Fans Down for Tournament

Mr. and Mrs. Julius Peters of Coronado have been entertaining Mr. and Mrs. Russel G. Fryburg of Burlingame at Wonder Palms Hotel. Mr. Peters was a member-player in the Thunderbird Invitational Tournament with Mrs. Peters and the Fryburgs as interested spectators.

Also enjoying a stay at Wonder Palms are Mr. and Mrs. A. C. Ahrens of San Mateo; Mr. and Mrs. Robert Collier of Palos Verdes Estates; Mr. and Mrs. C. L. Laws of Piedmont; Mr. and Mrs. Harold Roach and Mr. and Mrs. Nathan Smooke of Pasadena; Dr. and Mrs. Henry Caraco and family of Long Beach; and the Robert Whites of Long Beach.

Down from Sacramento way are Mr. and Mrs. George E. Johnson, Mr. and Mrs. Willard E. Nielsen and Mr. and Mrs. Frank Kassiss.

Canada is represented by Mr. and Mrs. D. A. Hamilton, who are visiting from Vancouver, British Columbia.

A birthday party for Conrad Platt of Los Angeles arranged by Mrs. Platt was celebrated by a number of his friends down for the weekend. Mr. and Mrs. Jack Schwab of Beverly Hills and Mr. and Mrs. Jules Berman and Dr. and Mrs. Gerald Blackfort of Los Angeles. The table

was beautifully decorated with a floral arrangement and the special menu started with Fresh Pineapple Hawaiian Delights, a Wonder Palms specialty prepared by Maitre'D Jimera.

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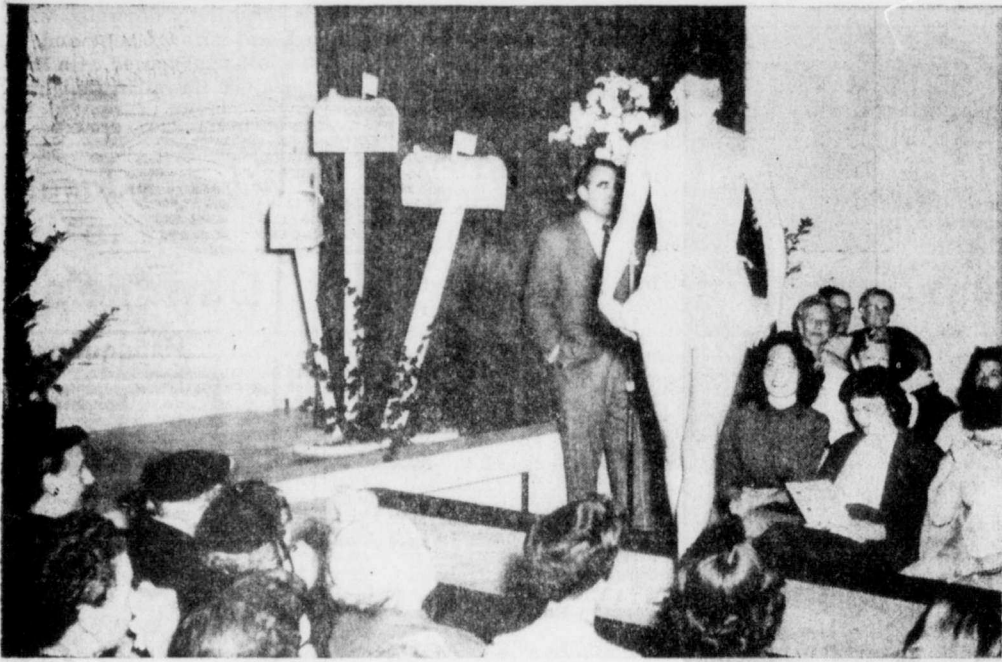


**BOB DEAN,**  
Manager

1150 Indio Road

Telephone 2255





Edward Canby Photo  
**POSTMARKED PALM SPRINGS** — A model wearing a new fashion in swim suits, is shown advancing down the runway at the Palm Springs Woman's Club fashion show.

## Clubhouse is Rhapsody in Pink for Annual Style Show

Repeating Spring's favored color, the Palm Springs Woman's clubhouse was a rhapsody in pink for the annual fashion show Friday. Plum, purple and pink color scheme was carried out on the stage, runways and even to the dais in the

a Palm Springs' cancellation was used on the pink covers of the programs.

The clubhouse was filled for both morning and afternoon showings, with the overflow crowd seated in the sunny patio. Rated the best show ever staged, everything was perfection, from Mrs. Lauritz Hansen's hot blueberry muffins at the continental breakfast to Mrs. John Lapp's beautiful tea in the afternoon. Best of all it raised sufficient money to send another Palm Springs high school student to college next fall.

Twenty three professional models from Los Angeles were used for the show and Miss Palm Springs (Beverly Bell) gave away perfume at each show. Door prizes were given out by Starlet Rosemary Bowie.

The really gorgeous clothes from Bullocks, Robinsons and Desmonds, featured such well-known name clothes as Don Loper, Elfreda Fox, Forstman, Ben Zuckerman, Adele Simpson, Howard Greer, and Peggy Hunt, with swim suits from Catalina, Rose Marie Reid, Cole of California, Jantzen and others.

The show was divided into 10 groupings. "Do Not Open Until January 29," "Morning Delivery," "Pretty As A Postal Card," "Packages for the Racquet Club," "Pool Is Wonderful," "Wish You Were Here," "Keep In A Cool Place," "This Side For Dress Only," "Date Line," "Night Letter," and "Postscript," which brought all models out to the runway, wearing their most outstanding change.

From very smart but inexpensive clothes the garments shown ranged in price as high as the \$385 Maurice Rentner "turban" white starched chiffon and California poppy silk print short formal. Also in the higher-price range were Howard Greer's grey starched chiffon print at \$245, Adele Simpson's pure silk violet print, crystal and sequin trimmed at \$145, beautiful white lace over pink and American Beauty tulle at \$145.

Coats like Forstmann's pallina cloud pink jeweled fleece coat, suits like Ben Zuckerman's white linen box jacket suit, white linen separates, gowns for sports wear, Brigance Lavender velvet shorts with matching amethyst printed cotton shirt, cotton play suits, a black silk faille swim suit with pearls, delightful afternoon gowns and breathlessly beautiful formal gowns, made this show unforgettable.

Club president Mrs. S. P. Manasse and General Chairman Kenneth Kirk and her committee were highly complimented for the very successful show, which is an annual event.

**The Desert Sun—2c**  
and **PALM SPRINGS NEWS**  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

## Tea Exhibit Interests Party Guests

As unusual as tea at the Racquet Club was the showing of the impressionistic paintings of Tommy Beere and Arthur Zaidenberg Saturday afternoon. The showing was arranged by their cousin Miss Dorothy Gray, who received the guests.

About 25 paintings, drawings and lithographs were hung, or displayed on easels and aroused much interested comment. "Harmonica Player," by Miss Beere, an ethereal girl playing an harmonica was a favorite and this oil was purchased by Mrs. Leo Spitz. Zaidenberg's "Night Spot," which epitomizes the gaiety and color of a popular night spot, with the band playing and the ballet girls on stage, was purchased by Harry Joe Brown.

Guests were also discussing Zaidenberg's book "Anyone Can Paint." Mrs. Alexander Marcuse presided at the tea table, which was set with a handsome silver service, and the Racquet Club lounge was a-hum with chatter as the guests sipped tea, nibbled on dainty sandwiches and viewed the paintings.

Among the guests who dropped in to view the exhibit were noted Mr. and Mrs. Abel Green (he is the editor of Variety), Mr. and Mrs. George Brown, Mrs. Elsinore Machris, Harold Maundrell, Commander and Mrs. Matrice Horner, Commander Tom White, Mr. and Mrs. Ned Crawford, Mr. and Mrs. Sol Lesser (they leave soon on a Caribbean cruise), the Jack Meiselmans, Harry Joe Brown, Hyatt von Dehn, Beverly Thompson, Thomas Mercola, Mrs. Alfred Strauss, Mr. and Mrs. Bill Bassich, Jess and Alma Coe, Dinah Shore and George Montgomery, Greg Bautzer, Scotty Rubin, Mrs. John Marcuse, Mr. and Mrs. Michael Gray of Beverly Hills, Mr. and Mrs. O. E. L. Graves.

Arrangements are being made for a possible showing of the paintings in Los Angeles and also in San Francisco. Miss Beere and Mr. Zaidenberg leave soon for several months in Mexico where they will paint in some of the small, unspoiled places.

## 'Moon is Blue' Wins Approval Opening Night

The Palm Springs Playhouse was well-filled Tuesday night for the opening of one of the season's most amusing plays "The Moon is Blue."

Evidencing the approval of the audience, Mary Foksett, Tim O'Connor and Barnard Hughes, stars of the show, were called back three times by enthusiastic applause.

Witty dialogue and polished acting contribute to the appeal. The leading role of Patty O'Neil seems tailor-made for Mary Foksett, who is at her very best. The play opens and closes in the tower of the Empire State building, with the rest of the action taking place in the apartment of Architect Donald Gresham, played by Tim O'Connor. The play is a masterpiece of sophisticated humor.

Opening next Tuesday night will be "Affairs of State."

## Women's Groups Sponsor M.O.D. Luncheon Tables

Every woman's organization in Palm Springs has been asked to sponsor one or more tables for the March of Dimes luncheon to be held at El Mirador on February 18. Mrs. B. H. Poliak, general chairman, said today. The Jayceettes were the first to respond by reserving a table. Mrs. Poliak added.

Mrs. Ernest Pagano will commentate the show which will present fashions from the Mary Helen shop, the Lillian Agar shop, and Waltham Clarke's Hawaiian shop.



(Anderson photo)  
**TEA EXHIBIT** — Left to right are Tommy Beere, Dorothy Gray, Harry Joe Brown and Arthur Zaidenberg at the Racquet Club, where paintings by Miss Beere and Mr. Zaidenberg were shown at an afternoon tea. The two young artists, of the impressionistic school, are cousins of Miss Gray, who arranged the show.

## Woman's Circle to Give Annual Birthday Luncheon

Tables decorated in a theme for each month of the year will mark the annual Birthday Luncheon to be given by the Women's Circle of the Palm Springs Community Church.

Mrs. Wilson Hall is the chairman for the luncheon which will be held in the social hall of the church on February 9 at 1 p. m. Mrs. Arthur Coffey, Circle president, will preside at the meeting.

Mrs. Frank Little is in charge of the table decorations, with a hostess for each table. The January table will be done by Mrs. Lin Lungard; February, Mrs. Paul Kehlerblock; March, Mrs. Henry Westby; April, Mrs. Foster Simonsen; May, Mrs. John Holditch; June, Mrs. William Ford; July, Mrs. Fay Brainerd; August, Mrs. Stanley Sarnecki; September, Mrs. Walter Fifield; October, Mrs. Donald McPherson; November, Mrs. Donald Cole; December, Mrs. William Lippman.

Each table will have its own special birthday cake and guests will be seated according to their birthday months. Immediately following the luncheon, there will be a talk by Mrs. Arthur Owens, missionary to both China and India, who has recently returned to this country.

Mrs. Rose Zena Latta will be soloist, with Mrs. William Lux as accompanist. Reservations may be made by calling the ticket chairman, Mrs. Gordon Nicholson.

## St. Theresa Mothers Elect New Officers

Mrs. Dorothy Floyd was elected president and Mrs. Betty Kieley vice president when the St. Theresa's Mothers Club held a luncheon meeting at Howard Manor. The new officers were presented by the retiring president, Mrs. Winifred Cody.

Mrs. Robert Howard contributed the floral decorations and supervised the menu for the charming luncheon.

The staff of the Caroline Leonetti Charm School presented a program featuring Joan Casey, Cynthia Tucker, Dorothy Cunningham, Mr. Adrian and Yogi Miguel Gloria.

The Club selected as their project for the year, raising money for new heaters at St. Theresa School.

Mrs. Howard A. (Dutch) Darrin was in the Village Monday and Tuesday visiting her mother, Mrs. Doris Clancy. Mrs. Darrin is the wife of the designer of the new Darrin sports car being built by Henry J. Kaiser.

Mr. and Mrs. C. J. Baumann of Ritzville, Washington, are here for a week's visit with his brother, J. H. Baumann.

Mrs. William Wimmer of Belmont Shore is spending a few days in Palm Springs with her friend Mrs. Walter McManus.

## HEADQUARTERS



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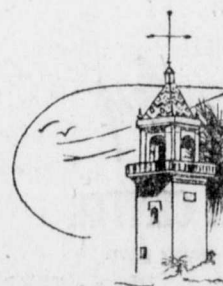
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Spareribs and many other dishes

Allow yourself to be carried away on the sweet musical notes of the Island Serenaders and the songs of George Kainapau, "Songbird of the Hawaiian Islands."

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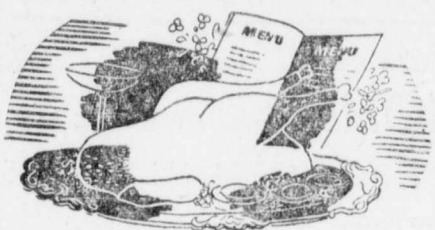
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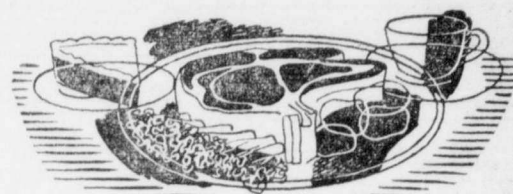
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# WHERE TO DINE



A Gourmet's Guide to the Finest Restaurants in the Palm Springs Resort Area

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For Reservations Phone 9069

**THE DUNES**  
Internationally Famous for it's Cuisine  
The Only Intimate Night Club Atmosphere in the Palm Springs Resort Area  
Connie and Ruby Your Hosts  
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Complete Merchant's Luncheon -- 95c  
Delicious 7 course Dinner from \$1.95  
Eastern Top Sirloin Steak Dinner \$2.85  
Roast Eastern Prime Ribs of Beef EXTRA CUT \$3.85  
Our Dinners Include:  
Soup du Jour, Crisp Mixed Green Salad Bowl with our Delicious Chi Chi Dressing, Green Vegetables, Baked Potato with Cheese Sauce and Chives, Choice of Desserts from our own Bakery, Cheese Cake, French Pastry, or our famous Black Bottom Pie, Choice of Beverages.  
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**Chinese dishes**  
CANTONESE STYLE  
Also STEAKS • SOUTHERN FRIED CHICKEN • COCKTAILS  
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ONE OF THE MOST DIVERSIFIED MENUS IN THE PALM SPRINGS AREA  
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FOODS TO TAKE OUT — WE DELIVER —  
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Also Daily Specials for only \$2.50  
ENTERTAINMENT NIGHTLY  
*Desert Air* HOTEL AND COTTAGES  
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Palm Springs  
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Complete Steak Dinner - \$2.50  
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Your hosts  
Hiway 111, Cathedral City  
PHONE 8-4850

**MEXICAN FOODS**  
AT THEIR BEST  
Served from 12 noon  
Special  
95c Variety Plate  
LUNCHEON  
DINNERS from \$1.40  
Blainey's Fine  
MEXICAN FOOD  
**Bali Bali Room**  
224 N. Palm Canyon Drive  
Phone 2247  
Food to take out in our own containers

**THE GLASS KITCHEN** Serve Yourself and Dine  
**BARBECUED RIBS** In a Basket \$1.25  
FRENCH FRIES • COLE SLAW • all the trimmings  
**FRIED CHICKEN** In a Basket \$1.10  
FRENCH FRIES • COLE SLAW • all the trimmings  
**BBQ CHICKEN** In a Basket \$1.35  
FRENCH FRIES • COLE SLAW • all the trimmings  
All food on the above menu may be boxed to take out At No Extra Charge.  
Open 11 a.m. 'til 4 a.m. Phone 2319  
1095 SOUTH PALM CANYON DRIVE

Gracious Living —  
Where Fine Food and Hospitality Go Hand-in-Hand  
**Howard Manor**  
572 North Indian Avenue  
Phone 2227

Town and Country  
IN THE CENTER  
171 North Palm Canyon Drive  
•  
**SMORGASBORD**  
•  
LUNCHEON BUFFET  
Served 12 Noon 'til 3 P.M.  
•  
REGULAR DINNERS  
Choice Steaks . . . Chops  
Fried Chicken . . . Barbecued  
Loin Spareribs . . .  
•  
COCKTAIL LOUNGE  
Personalized Service by  
your hosts, THE GILBERTS

**La Cita RESTAURANT**  
• DELIGHTFUL HOME COOKED MEALS  
• CHILDREN'S MENU  
• HOME BAKING  
• ENJOY DINNER ON OUR OUTDOOR PATIO  
• Serving from 5:30 P.M.  
• COMPLETE DINNERS from \$1.75  
JOHN & VIOLA BAJUSZ  
Managing Owners  
391 S. Palm Canyon  
(opposite New Safeway)

**MARCO'S and Vi's**  
FAMOUS FOR  
**MEXICAN FOOD**  
on Highway 99  
BETWEEN BANNING and BEAUMONT  
Phone BEAUMONT 2334

**Tillie's**  
TAKE HOME  
Chicken Dinners  
**\$1.50**  
• • •  
Whole Broiled  
Chickens  
235 S. Palm Canyon Drive  
PHONE 4599

"BARBECUED FOOD AT IT'S BEST"  
EAT IT HERE  
HAVE IT DELIVERED  
TAKE IT OUT  
**CORNY'S BARBECUE**  
in the  
Desert Farmers Market  
444 No. Palm Canyon Drive  
PHONE 5769

**IN THE PALM SPRINGS RESORT AREA**  
THE LEADING RESTAURANTS, CAFES AND HOTELS That Serve  
FOOD — DRINK  
AND HAVE ENTERTAINMENT  
DISPLAY THEIR ADVERTISEMENTS ON THIS PAGE  
Your Place of Business  
should be represented here

**The All-American Dish**  
HAM 'n' EGGS  
open 24 hours  
THE PALM SPRINGS  
Ham 'n' Egger  
370 N. Palm Canyon

No Steaks -- No Roast Beef  
Just Darned Good  
BARBECUED  
**PIG RIBS**  
and  
Pan Fried Chicken  
Lots of Trimmings  
**TOMMY BARKER'S**  
Hiway 111 7 miles S.E. of Palm Springs

**DON THE BEACHCOMBER**  
HOLLYWOOD -- CHICAGO  
CANTONESE CUISINE -- ORIGINAL RUM DRINKS  
IN Palm Springs AT NORTH PALM CANYON AND VIA LOLA — PHONE 2061



# FIND YOUR DREAM HOME IN THE DESERT AMONG THE WIDE VARIETY OF LISTINGS ON THESE PAGES

**The Desert Sun—4c**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

**CLASSIFIED ADS**  
**The Desert Sun**  
and PALM SPRINGS NEWS

Published every  
MONDAY and THURSDAY  
(Except June, July and August, when  
published Thursdays only)

**PHONE 2249**  
Box 190, Palm Springs, Calif.

**RATES**

(Minimum ad, 3 lines—count 24  
letters and spaces to a line)  
1 time, per line ..... 75c  
(Min. 2.25—1.50 cash in adv.)

Per 1 Week 2 Weeks 1 Month  
Line (2 TIMES) (4 TIMES) (8 TIMES)

1.00 1.25 2.25

● Ads ordered for more than one time  
must run in consecutive issues to earn  
above rates, otherwise single insertion  
rate will be charged for each time run.

● Save by ordering your ad run 4 or 9  
times—if cancelled before completion  
you will be charged at nearest rate  
applicable for times run and get a  
REFUND for the difference.

● This newspaper cannot be responsible  
for more than one incorrect insertion;  
please notify us promptly of any error  
in your ad.

● DEADLINES—for new copy or cancella-  
tions—MONDAY 5 P. M. FRIDAY  
THURSDAY 3 P. M. TUESDAY  
ADDITIONAL P. M. FRIDAY

● ADDRESS all communications to: The  
Desert Sun, P. O. Box 190, Palm  
Springs, California

**Schools** 3

**Play-School**

Open every day. For children 2  
to 6 years. Kindergarten,  
dancing. Enclosed and well  
equipped playground. For  
further information call 3213.

**Photography** 4

AT Marty Kenyon's  
Brand New—Imported  
**BINOCULARS**

**20% Discount**

Plus 20% F.E.T.

Did you forget your camera?  
RENT A CAMERA—Box cam-  
era, 35c a day. Polaroid  
and Stereo at \$1.50 per day.

Desert Camera Shop  
288 N. Palm Canyon Ph. 5111  
Open evenings and Sundays

BRAND NEW—STEREO REAL-  
IST CAMERA. LEATHER  
CASE AND VIEWER AT  
COST.

Phone 5539 or 2302

**Lost and Found** 10

LOST—Saturday downtown.  
Lenses for 16mm movie cam-  
era. Reward. Call Mrs. Bell,  
El Encanto Hotel.

LOST: Large, tan, white and  
black male dog, mixed Boxer  
and Great Dane. License  
54593. Reward. Phone 6874.

LOST—"CHICO", RED MALE  
CHIHUAHUA. CHILD'S PET.  
PLEASE CALL 2521. REWARD

LOST: Young Dachshund, vicini-  
ity The Ranch, Reward, Call  
Palm Springs Hotel 2188.

**Personals** 12

**Palm & Psychic**

**Reading**

MADAM GRAY, formerly of  
Palm Springs, now perman-  
ently located at San Bernar-  
dino. If you have a problem  
of any nature consult this  
lady of knowledge. Has help-  
ed others, may help you.  
Will cater to all social events.  
9 a.m. to 10 p.m. - 7 days a  
week. 804 N. Mt. Vernon, San  
Bernardino. Phone 89102.

DESIRE contact party inter-  
ested in Riverside Trailer  
Park last year. Write Box 190,  
File S-2.

ALCOHOLICS Anonymous, Air-  
port, 8:30 Wednesday nights.  
Phone 7063.

**Announcements** 14

GIFT BOOKS-RENTAL BOOKS  
DESERT BOOK SHOP  
443 N. Palm Canyon Ph. 5208

**Service Miscellaneous** 15

**Swimming Pools**

M. H. Libott Assoc. Inc.  
CHEMICALS - REPAIRS  
MAINTENANCE - SUPPLIES  
CONSTRUCTION

216 N. Indian Ave. Ph. 2143

**Sewing Machines**

Ideal Gift  
Sales - Rentals - Repairs  
Singers, Whites, Pfaffs, etc.  
Free Pick-up and Delivery  
Palm Springs Sewing Machine  
433 N. Palm Canyon Ph. 5215

**Re-upholstering**

and Custom Work  
Free Pick-up and Delivery  
TRAMVIEW UPHOLSTERY  
67-793 Highway 111  
Call HANK RIVERA 8-3322

PALM SPRINGS HOUSE  
AND WINDOW CLEANING CO.  
Homes opened, closed. Com-  
plete building maintenance.  
Year round. Vern Baumgard-  
ner, 210 East Amado, Ph. 3247.

**Machine Shop**

PALM SPRINGS  
ENGINEERING COMPANY  
375 Sunny Dunes Road  
Telephone 5411  
General Precision Machine  
Work

TREE TOPPING, TRIMMING or  
removal. Modern equipment.  
Free estimates. Firewood deliv-  
ered.

YARRINGTON & WEHRLE  
830 Broadway Cathedral City  
or write P.O. Box 851  
Phones 8-4461 and 8-3246

**RADIO, PHONO SERVICE**  
366 NO. PALM CANYON.  
BREZIN'S PHONE 6015.

SEWING, ALTERATIONS  
BUTTONHOLES  
Phone 8-5443

AUTHORIZED Electrolux vac-  
uum cleaner. Sales and serv-  
ice. Ph. 6122 or 2066.

TV and SOUND SERVICE  
BERNHARD AND WALLER  
CATHEDRAL CITY. Ph. 83302.

A-1 CARPENTER repairs, re-  
modeling or alterations. Ph.  
Ken at 7063.

**Situations Wanted** 25

**Nurses' Registry**

CLARA DWYER, R.N.  
Member CSNA, District 34

Peggy Sot's Agency  
256 S. Palm Canyon Ph. 7691

COUPLE employed would like  
opportunity to exchange serv-  
ices, evenings, for room and  
board. Write: Desert Sun, Box  
190, File T-3.

PAINTING, decorating, paper  
hanging. Very reasonable.  
Free estimates. Ph. 5850 eve-  
nings.

PAINTER—Interior and ex-  
terior. Free estimates. Reas-  
onable. Immediate service.  
Phone 7905.

LANDSCAPING—GARDENING  
20 years experience. Phone 3240  
Willie Grant, P.O. Box 331

BABY SITTING  
OWN CAR  
PHONE 3540

PEX, DESK—relief. Local ex-  
perience. Available anytime.  
Phone 2901.

HOTEL maid, day work, baby  
sitter. Phone 3898

Experienced cooking and  
Housework.  
367 Tamarisk Rd. Phone 2651

**Help Wanted** 27

Dinner cook, R & B ..... \$350  
Hotel maids, in or out  
Domestic cook ..... \$200-\$250  
Waiters, waitresses, bus boys  
Pantry man, R & B ..... \$250  
PBX, desk clerk, secretary  
Many other positions.

EMPLOYMENT  
SERVICE AGENCY  
Ruth Sougey  
135 E. Andreas Road  
Phone 2901 Phone 2556

**Coachella Valley**  
**Employment Agency**  
COMPLETE employment serv-  
ice. Offices, homes, hotels,  
restaurants and general.  
271 S. Indian Ave.  
Phone 2622  
or 4414

BEAUTY Demonstrators: Up to  
\$5 hour demonstrating fa-  
mous Hollywood Cosmetics,  
your neighborhood. Free  
samples and details supplied.  
Write Studio-Girl, Dept. N,  
Glendale, California.

Pearl Scott's  
EMPLOYMENT AGENCY  
256 S. Palm Canyon Dr.

HOUSEKEEPER  
WITH REFERENCES  
APPLY 184 N. PALM CANYON

**Business Oppor.** 29

FULLY equipped cabinet  
shop. Plenty of work. Will  
sell on time or trade for Palm  
Springs lot. Phone 8-5462 or  
8-3239.

SMALL trailer court with  
modern 2 bedroom home.  
Year round business, \$19,500.  
Terms. Phone 3308. P. O. Box  
444.

HELP 'I' Polaroid "PUP" needs  
Business manager or else!  
Conky, 257 So. Patencio (with  
Stella).

WANTED—A BUSINESS  
SUFFICIENT CAPITAL  
P.O. Box 190, File R-7

COFFEE SHOP for lease in  
Rancho Mirage next to Shell  
Service Station.

**Business - Financial** 30

REAL ESTATE LOANS  
Funds Available  
to Invest in  
1st and 2nd Trust Deeds  
ANY AMOUNTS  
We also purchase Trust Deeds.  
Box 190, File R10, Desert Sun

INVESTMENT  
Large stamp dealers fine stock  
for sale. BRILLIANT INVEST-  
MENT. Write Miller, 3874  
17th Street, San Francisco

**Lots & Acreage** 33

15 ACRES ripe for subdivision,  
located south east of high  
school. \$850 per acre, all uti-  
lities available. See John W.  
Williams, owner.

423 N. Palm Canyon Ph. 3311

LARGE South Palm Canyon  
corner lot. Sell or trade. F.  
Janosek, Calimesa, Calif.

**WELL-LOCATED**

**R-3 LOT**

**Size 100 by 102**

REDUCED BY OWNER

TO

**\$2000**

FOR QUICK SALE

**Peter B. Sheptenko**

THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Drive  
Phone 2727

ASSOCIATE BROKERS  
BILL COLVEN MIKE JEKYLL  
FRED KOTY

Interested in a SPECIAL?  
FIVE ACRES in the best citrus  
area, a stone's throw from  
Tamarisk Golf Course, with  
water and electricity.  
CAN BE SUBDIVIDED

For further details  
see

**Muriel E. Fulton**

REALTOR  
125 So. Palm Canyon Dr.  
Phone 2225 or 2226

Associates  
Frances Wilson - Frances Elliott

**Owner Offers**

**Clear**

CHOICE R-3 apartment hotel  
lot 100'x140' near Indian Ave.  
on Camino Monte Vista, \$12-  
\$40 — \$1250 cash. Balance  
\$100 per month. Write 268 N.  
Grand, Orange, Calif.

R-3 LOT ON Camino Monte  
Vista, zoned for 14 units. Pre-  
valuing market price \$12,500.  
Will sacrifice for \$8,500 cash  
\$100 per month. Write 268 N.  
Grand, Orange, Calif.

PALM CANYON business lot,  
eastern exposure, 50 foot  
frontage. Sacrifice price and  
terms. Phone 3308. P.O. Box  
444.

40 ACRES on paved highway  
near Palm Springs, all uti-  
lities. \$450 per acre.  
MUNHOLLAND & CO.  
1059 N. Palm Canyon Ph. 3673

LOT LISTINGS WANTED  
Buyer has immediate cash for  
well located lot.

FRANK MILLER  
428 N. Palm Canyon Ph. 2929

**For Sale or Exchange** 34

MOUNTAIN home completely  
furnished. 14 miles from  
Palm Desert on Highway 74.  
Vernon Anderson, 642 Desert  
Way, Phone 4146.

**Real Estate For Sale** 35

**Theresa Press**

CHEAPER THAN RENT—new  
2 bedroom home. Fireplace,  
garbage disposal, lots of  
glass, excellent view, \$1000  
down - balance \$75 per  
month until paid. Full price  
\$11,500.

ANOTHER GOOD BUY - fur-  
nished 4 bedrooms, 3 baths.  
Heated pool, lots of elbow  
room, walled and landscaped.  
\$28,500.

BUSINESS OPPORTUNITY  
A good deal you'll agree. Going  
business, nets \$12,000, full  
price \$35,000. BUT it must be  
sold before March 1st.

RENTALS  
Studio apartment ..... \$80  
3 bedrooms, 2 baths, pool, \$500.

LET US HAVE YOUR LISTINGS  
WE HAVE THE CLIENTS

**THERESA PRESS**

Realtor  
Joe De Francis, associate  
420 S. Indian Ave.  
Phone 5282 or 5691

**RANCHO**

**MIRAGE**

OPEN DAILY, 10-4. 71-338  
BISKRA ROAD—New large  
2 bedroom home complete in  
every detail. Stone fireplace  
unit heating, garbage dispos-  
al, electric dishwasher, picture  
windows, landscaped. Locat-  
ed on large beautiful hill-  
side lot overlooking Valley  
and Thunderbird Golf course.  
Priced low at \$17,500, reason-  
able terms.

CHOICE RENTALS \$150 up.

BUSINESS space for lease, suit-  
able barber, dentist or ?

**Rancho Mirage**

REAL ESTATE OFFICE  
Roy St. Leon, Sales Mgr.  
71-111 Highway 111, across from  
Post Office. Phone P.S. 8-3881  
or P.S. 8-4203

923 FEET choice highway  
frontage. 4 acres grapes, 7  
bungalow apartments, swim-  
ming pool, room for exten-  
sive development. See owner  
on premises. The Adobe Ha-  
cienda, 80-220 Highway 111, In-  
dio. Phone 7-2279. Opposite  
Shields Date Garden.

OPEN. Las Palmas new home.  
Most beautiful. On large  
corner lot. 4 bedrooms, 3  
baths, or 3-3 and den. All  
landscaped. Realistic price.  
317 Camino Norte.

**Real Estate For Sale** 35

**Peter B. Sheptenko**

OFFERS THE BEST BUYS IN  
PALM SPRINGS REAL ESTATE

3 BEDROOM, 2 bath near  
schools and transportation.  
Asphalt tile kitchen and  
bath rooms. Large living  
room with fireplace. Large  
lot. Reduced to \$12,500.

DEEP WELL ESTATES. Brand  
new 2 bedroom, 2 bath de-  
luxe. Natural rock roof, fur-  
nace heat, air cooled, 2 car  
garage. Beautifully designed.  
Only \$22,500.

MODERN DESERT ranch house,  
4 bedrooms. Large heated  
and filtered swimming pool.  
TV in. Large landscaped lot.  
All for only \$24,500.

LARGE TRIPLEX. Home and  
income. Live in one and rent  
two. Beautifully furnished.  
Sunny south side of town.  
Only \$26,500 and only \$8,000  
down. See this buy today.

5 UNIT Apartment hotel. -  
Completely furnished with a  
\$6000 swimming pool. Room  
for six more units. Reduced  
to \$45,000. Will take easy  
terms from qualified buyer.

20 UNIT apartment hotel. Com-  
pletely furnished. Glassed in  
front. Large swimming pool.  
Shows terrific income at a  
price of only \$150,000.

LARGE RESIDENTIAL lot. One  
of the only few left in the  
Tennis Club area. Only \$7,250.

LIQUIDATING PARTNERSHIP.  
15 large lots close in. All  
utilities and paved roads.  
\$2500 each or terrific dis-  
count on all 15.

LET'S TRADE. Submit what you  
have to trade for what you  
want in Palm Springs.

**Peter B. Sheptenko**

THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Drive  
Phone 2727

ASSOCIATE BROKERS  
Bill Colven Bill Heiser  
Mike Jekyll Fred Koty  
Ed Lucas

PALM SPRINGS FOR CLIMATE

**HAROLD HICKS**

FOR

**REAL ESTATE**

For Over 30 Years

CHARMING MODERN 2 bed-  
room, 2 bath home in choice  
south end location. Heated  
and filtered SWIMMING  
POOL. Completely and at-  
tractively furnished. Land-  
scaped lot. Move in today.  
\$27,500.

RENTAL SPECIAL: 4 bedroom,  
3 bath home. Fully equipped  
and furnished. Heated pool.  
Available immediately at  
\$750. per month.

IF IT'S FOR RENT or  
IF IT'S FOR SALE  
HAROLD HICKS HAS IT

**HAROLD HICKS**

REALTOR  
813 North Palm Canyon Dr.  
Phone 2736

AND ASSOCIATES  
Mildred Jackson - Ray Baur  
Burnham Bigelow - Ken Herman

**10 UNIT MOTEL**

HEART OF INDIO  
NETS \$700 PER MONTH  
\$39,500. TERMS

20 ACRES  
Leased 3 years with option at  
\$50 per acre. Future subdivi-  
sion. \$15,000. \$5,000 down.

NEW 2 BEDROOM and den  
ranch home on 2 1/2 acres.  
beautiful view. Garbage dis-  
posal, refrigeration, only \$15-  
000. terms.

COACHELLA VALLEY  
REALTY

82-664 Highway 99 Indio  
Ph. 7-3116. Evenings 9-3436

**An Excellent**

**Buy**

5 BEDROOM, 5 bath home, one  
block north of City Golf  
Course. \$25,000 furnished.  
Shown without obligations.

**John W. Williams**

and Associates  
Claude W. Gottbehuet  
Roslyn Lang  
423 N. Palm Canyon Dr. Ph.3311

**RIVERSIDE**

An Excellent

Paying Grove

22 ACRE GROVE, 1/2 Washing-  
ton Navels, 3/4 Valencia, Crop  
record for past 9 years show  
high production. BEAUTIFUL  
3 bedroom and lanai, 5 year  
old VIEW home, 3500 square  
feet. If sold in 10 days crop  
included. Excellent terms.  
REX agent. Phone Riverside  
11925.

NEW, MODERN 2 bedroom.  
Flagstone fireplace, carport,  
duplex lot. Leaving valley.  
Priced for quick sale. Phone  
83962.

7 UNITS, 5 kitchen apart-  
ments. Heated pool. Coolers.  
Room for expansion. Good  
income. Best location. Near  
center of town. Owner Ph.  
5493.

**Real Estate For Sale** 35

**Cathedral City**

BUY NOW and choose your col-  
ors on this 2 bedroom modern  
home. Has 1125 square feet  
plus carport and utility room.  
Also touch plate lighting with  
master control. Slumpstone  
fireplace and planters box,  
also barbecue, patio and slid-  
ing glass door. This home lo-  
cated on fine lot in our best  
residential area, \$3000 down.

SUNAIR TRACT. New 1 bed-  
room modern home with good  
heating and cooling. Formica  
drain, mahogany cabinets,  
attached garage. Just reduced  
to \$8600 for quick sale.

ONLY \$950 down buys this  
brand new modern 1 bed-  
room home on R-2 view lot.  
Has tub and shower, Formica  
drain, large car port. Plaster  
and stucco construction, steel  
sash windows. Full price  
\$7950.

NEW MODERN 2 bedroom fur-  
nished home on one acre view  
lot. A terrific view in a well  
protected area. Furniture is  
very nice and includes tele-  
vision set. Don't delay—make  
offer under \$14,000. Terms.

ACREAGE  
80 ACRES near Tamarisk ripe  
for subdivision. 1320 foot on  
Del Sol Road. Make offer on  
asking price of \$350 per acre.  
Owner will make reasonable  
terms.

**Jorgensen Realty**

68-574 Broadway (Hwy 111)  
CATHEDRAL CITY  
Phone 8-3401 Home 8-4172

**If you can pay**

90 per month

and only \$1000 down.

WE OFFER you title to a near-  
ly new, well built, beautif-  
ully and completely furnished  
home! Choice residential area,  
11,000 sq. ft., hardwood floors,  
dbl. garage garbage disposal,  
dichondra lawn, sprinkler  
system, many other features.  
Price for EVERYTHING, \$15,500.

**W. R. Peterssen**



# MORE PEOPLE READ DESERT SUN CLASSIFIED PAGES THAN ANY OTHER MEDIUM IN THE DESERT AREA

Real Estate For Sale 35

Real Estate For Sale 35

Exchanges 36

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The Desert Sun—5c

Used Cars For Sale 70

## Before You Buy A DESERT HOME SEE BEAUTIFUL Sun Gold Park

Healthy and harmonious living under beautiful date palms, remote and safe from smog, war industry and traffic hazards, yet close to schools and shopping center.

### NOW OFFERING

1. Three bedroom, 2 bath home with fireplace, den, dining area, interior painting and wall paper, wall to wall carpeting throughout, 2 1/2 car garage. Large 65x130 landscaped lot.  
Price \$17,950

2. Three bedroom, two bath home with fireplace, dining room, containing 1740 square feet. Lot 81x185. G-E dishwasher and disposal. Natural birch cabinets.  
Price \$19,700

3. Beautiful FURNISHED model home. Three bedroom. Unusual landscaping and redwood fence. Forced air furnace, Westinghouse refrigerator.  
Price \$17,500

### IMMEDIATE OCCUPANCY

MODEL HOME OPEN  
Monday thru Friday and Sunday afternoons  
Evenings by appointment  
STEVE CRUM  
SALES MANAGER

## Sun Gold Park

W. Miles Avenue Phone  
INDIO 7-3293

## MONEY TALKS

CASH WILL buy this property at a BARGAIN. There is a very confident OWNER'S HOME; large living room and bedroom, convenient kitchen and dining area and huge utility room. There are 2 separate studio apartments, nicely furnished and room for 2 more units. This is a sacrifice in a fine model section. Ideal for a home with income combination. \$27,500.

## Billy Wright Charles Mathews

ASSOCIATES  
Marion Mathews - Bob Dietrich  
Helen Penny  
180 SOUTH INDIAN AVENUE  
OPPOSITE THE PLAZA  
PH. 5308 or 5727

## GANNON REALTY

A DREAM HOUSE! Beautiful new, modern 3 bedroom, 2 bath home in view location. 18'x23' living room with fireplace, sliding glass doors to south patio, ducted furnace heat and cooling, garage with storage. ONLY \$2500 cash. Price \$14,750.

Listen for TOP Real Estate values on "Tours For Listening" at 2:45 P.M. Monday thru Friday over KCMJ.

7 1 1

N. Palm Canyon

Phone 2772

## COURT 7 UNITS

GOOD location on boulevard, well furnished, panel ray heat, desert coolers. A special at \$16,000 — \$5000 down.

2 BEDROOM house, R-3 zone, nicely landscaped. Room for 2 additional income units. Close in. A steal at \$12,500. Terms.

## D. Applebaum

REALTOR  
N. R. WILSON, Associate  
326 S. Indian Ave. Ph. 5555

## Owner Must Sell

THREE bedroom, completely furnished home, carpeted wall to wall, G-E dishwasher, both desert and refrigerated cooling, cement block wall 3 sides, sprinkler system all around. Interior like new. \$70 monthly payments includes taxes and insurance. Call days, 2424, Mr. Kay, \$13,950.

\$11,000

2 FURNISHED houses on large income corner lot. Fronts 3 streets.

## OTTO REALTY

830 Broadway Cathedral City

LOOK AT THIS ONLY \$8000  
2 BEDROOMS, GORGEOUS VIEW. THIS IS AN OLDER HOUSE BUT IN EXCELLENT CONDITION.

CLARK REALTY & INSURANCE AGENCY  
68-762 BROADWAY  
CATHEDRAL CITY

## \$11,500 CHECK THIS FOR VALUE

DON'T LET THE PRICE  
FOOL YOU!

NEARING completion, 2 bedroom home. Planned for year 'round living. Sliding doors, tile, lots of closets.

Near Thunderbird and Shadow Mountain Clubs

## TED SMITH

REALTOR  
Oyster House Building  
Rancho Mirage  
Phone Palm Springs 8-5022

## PRIVACY

IS ASSURED in this completely walled 2 bedroom furnished home. The bedrooms and hall have parquet floors, living room and dinette have wall to wall carpet. Lots of trees and shrubs, sprinklers and bubblers, 2 car garage with paved court, wired for television. All of this for only \$16,000, terms can be arranged.

## Ralph Weinstein

REALTOR  
256 1/2 S. Palm Canyon Drive  
Phone 2884  
Associates  
Newt Jackson - Walter O. Fritz

## REAL QUALITY BUY

MODERN, 3 bedrooms, 2 baths fully tiled, silent colored plumbing fixtures. Large swimming pool. First quality construction. On large walled lot. \$40,000 including drapes and carpets.  
For appointment to see, Call

## ADOLPH ISRAEL

REALTOR  
EXCLUSIVE AGENT  
671 N. Palm Canyon Drive  
Phone 2981

## How About This?

A Home plus income  
4 Modern units, just 2 1/2 years old. Beautifully furnished, 3 with kitchens. Many modern features. Large lot. Room for 5 more units and a pool. \$31,500, terms.  
Residential lot in the exclusive section. A sacrifice at \$2500.

## H. H. FOSTER

REALTOR  
and Associates  
Ray Miller - Don Peake  
Paul Keil - William May  
Phone 3555 or 5169  
101 N. Palm Canyon Drive

A REAL SHOW PLACE  
ONLY \$16,300  
LOVELY MODERN ADOBE, LARGE SWIMMING POOL, SECLUDED, LANDSCAPED PATIO. PERPETUAL VIEW. ONE LARGE BEDROOM, 2 BATHS.

CLARK REALTY & INSURANCE AGENCY  
68-762 BROADWAY  
CATHEDRAL CITY

PRICE reduced for quick sale. Good income. 3 unit apartment house, furnished. 2 leased. Will consider trailer part down. Show Saturday p.m., Sunday, Feb. 6-7 only. Owner, 305 1/2 West Short St., Whittier, Calif.

Exchanges 36

## LET'S TRADE

HAVE Whittier home, 2 bedroom, den, 2 bath in best section. \$21,500. Want business building or home here.

HAVE 2 bedroom, 2 bath Palm Desert. Beautifully furnished home. \$27,500. Want home here. Will trade UP.

HAVE 3 bedroom, 2 bath, beautifully furnished and fully landscaped LA QUINTA home \$15,000. Small unit or home. Will trade UP.

See my Broker. Have many more properties for trade.

## GANNON REALTY

7 1 1

N. Palm Canyon

Phone 2772

BEAUTIFUL BELAIR, 3 bedrooms, 2 baths, nearly new. Owner wishes exchange for Palm Springs home.

## FRANK MILLER

Gordon Nicholson  
Mildred Potter  
428 N. Palm Canyon Ph. 2929

CLEAR \$22,500 C-2 corner 120x120 Washington Blvd. near Vermont, L.A. for P.S. or ? Owner, Box 13, Morongo Valley, Calif.

## LET'S TRADE

WANT North Hollywood home, Van Nuys or San Fernando home for Palm Springs 4 bedroom, 3 bath home furnished. Close in. Priced at only \$19,500.

FOUR BEDROOM, 3 bath home with swimming pool. Completely furnished. \$28,500 for Los Angeles.

MODERN 3 bedroom home. Luxuriously furnished. A Refrigerated cooling. Furnace heat. Deluxe throughout. Only \$35,000. For L.A. home or income.

THREE BEDROOM with pool, furnished. \$36,500 for Newport, Balboa or Lido Island.

12 UNIT apartment hotel near El Mirador Hotel. Furnished with large pool. A BUY at \$90,000. Want L.A. home or income as part payment.

APARTMENT HOTEL, 17 units. Finest location in town. Completely furnished. Large pool. \$175,000. Take L.A. home, income or trust deeds.

LET US EXCHANGE WHAT YOU HAVE FOR WHAT YOU WANT

## Peter B. Sheptenko

THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Drive  
Phone 2727

TAKE LOT, trailer, car, etc. on new 2 bedroom at Palm Desert. Near Shadow Mountain Club. \$10,500. 73-038 Hwy 111.

BEACH town furnished triplex beautiful San Clemente for Palm Springs income. Owner Dudley Hamilton, San Clemente 579.

2 HOUSES, 1 lot. West from Los Angeles will trade for nice home south end of Palm Springs. Write A. Back, 1169 Alameda, Glendale 1, Calif.

DOUBLE apartment in Long Beach. Downtown, modern. Own your own building. Want Palm Springs home or small income. Phone 6018.

CLEAR 4 bedroom, R-4, Wilshire district, Los Angeles home for Palm Springs income. Phone 7008.

WILL exchange my home here with guest house for ranch. Write owner, P.O. Box 603.

## Real Estate Wanted 37

FOR BEST RESULTS  
List Your Property  
With Adolph Israel  
Realtor, 671 N. Palm Canyon

SPECULATOR will pay quick cash for Real Estate and other White Elephants. Mr. Black, Box 85, Palm Springs.

WANT TRAILER COURT IN DESERT AREA. WRITE BOX 190, FILE S-4.

## Business Rentals 38

## INDUSTRIAL

INDUSTRIAL offices with storage spaces available at 390 Sunny Dunes Road. See — JOHN W. WILLIAMS  
423 N. Palm Canyon Ph. 3311

## Wanted to Rent 39

ELDERLY refined lady wishes to rent room or share home with same. Write Box 190, File T-4.

## Rooms for Rent 40

IF YOU LIVE in Palm Springs year 'round and are interested in sharing a pleasant home near Tennis Club. Call 4201 weekends or evenings.

2 QUIET cozy rooms in lovely private home. Private entrances and baths. Gentlemen preferred. 240 W. El Portal. Phone 6156.

2 ROOMS. Private bath, suitable for 2. Child okay and will care for child. Reasonable. Phone 6551.

ROOMS, kitchen privileges. \$7 weekly up. Daily and monthly rates. Ph. 9973.

PRIVATE entrance and bath. Colorful. Good beds. Quiet, good district. Phone 6921.

COZY, quiet room and bath in lovely home. Privileges. \$55 monthly. Call 2478.

ROOM, private bath and entrance. Large closet. Heated Pool. Phone 5482.

NICE, clean, light, small sleeping room. Close in. References. \$10 week. Ph. 7524.

## For Sale or Rent 41

For Sale

or Will

Lease Furnished

Beautiful home on Tamarisk Golf course. Two bedrooms with maid's room. Enquire at Wonder Palms Hotel.

APARTMENTS for Rent 43  
\$55 Month—Studio apartment, twin beds, breakfast bar. Cornelius, 1000 Palms Ph. 393

VERY large, 2 bedrooms. \$150 month. Year's lease, 2 months free. 555 Calle Roca.

VERY NICE 2 bedroom bungalows. Large living room and kitchen, all electric. By day, week, month or season. Vista del Oro, 201 Avenida Ortega. Phone 9905.

1 Bedroom unfurnished apartments \$90 month.

1 BEDROOM furnished apartments \$125 month.

BEAUTIFUL apartments, by month or season. Special rates to winter visitors. Heated pool, maid service. El Coronado, 1410 S. Palm Canyon Drive.

HYD-A-WAY apartment, single, furnished. Carport, TV, swimming pool, refrigerated air cooling. Near Thunderbird. Reasonable rate by day, week or month. Call P.S. 8-3951.

OWNER'S apartment in exclusive Tahquitz Estate. Large living room, 2 bedrooms, TV, swimming pool. By month, season or year. Phone 4501.

HAVE TENANTS wanting good rentals. List with us for immediate results.

ADOLPH ISRAEL, REALTOR  
671 N. Palm Canyon Dr. Ph. 2981

CHEVY CHASE  
Attractive studio apartments. Heated pool, south end of town. 1500 Via Entradra. Ph. 2632.

PARTLY furnished 1 bedroom apartment. Wall to wall carpeting, right price to reliable local people. Will be vacant March 1st. Phone 3308.

CLEAN, nicely furnished apartment. Weekly rates. Laurita Lodge 635 Chuckwalla Road

1 BEDROOM, furnished, modern. Child okay and will care for child. Reasonable. Phone 6551.

ATTRACTIVE roomy furnished penthouse apartment. No. 4 at 133 Ocotillo Avenue.

NICE MODERN 3 room apartment and service porch. Well located. Phone 4089.

DELUXE 1 bedroom apartment, beautifully furnished. Adults. Lease. Close in. Ph. 7057.

GUEST HOUSE. Suitable for 2 people. All utilities paid. \$60 month. Phone 6673.

COTTAGE \$60, utilities paid. Phone 4-2611, 19077 Keith. No. Palm Springs.

Attractive Studio Apartment. Kitchen. Cannon Lodge 770 Chuckwalla Rd. Ph. 6480

\$17 WEEK up. Private bath. Kitchen. Central town. Rooms \$10-\$15. Ph. 2957 or 9053.

CHARMING bedroom, shower and tub, fireplace. Furnished. Good district. Phone 6921.

## Houses for Rent 46

DELUXE Guest house, outstanding ranch near Indio. 4 bedrooms, 3 baths. On annual basis. \$300 month includes utilities. Also 2 bedroom house, 2 baths, same ranch 7-3301 or 7-4364.

MODERN 4 BEDROOM, beautifully furnished, 3 baths. Swimming pool. Downtown. Howard Manor vicinity. \$1000 month. February and March.

ADOLPH ISRAEL, REALTOR  
671 N. Palm Canyon Ph. 2981

CABIN — Partly furnished. Electric refrigerator, shower, etc. \$35 month. Couple only. See Order, 79-210 Hwy 111. Phone 8-3399.

BEAUTIFUL Tahquitz River Estate home, 2 bedrooms, double garage, 1 1/2 baths. Partly furnished. 872 N. Riverside Drive.

FURNISHED 2 bedroom home by season or year. Adults, no pets. Reasonable rent to responsible people. 566 Vista Oro.

BRAND new, 3 bedroom, 2 bath ultra deluxe. Completely furnished, swimming pool, fenced and landscaped. Ph. 7479 or 2727.

2 BEDROOM house. Attractive, comfortable, 2 baths. \$250, seasonal. \$150 yearly. Phone 4388 or 3236.

NEW DELUXE furnished. Large heated pool. Week, month or season. Special rates to winter visitors. Phone 5456.

1 BEDROOM house, partly furnished. Fireplace, carpeted. Close in. Reasonable rent to responsible party. Ph. 4858.

1 BEDROOM apartment, or house. Year round. Walking distance. Working people, adults. Write P.O. Box 1393.

BRAND new 3 bedroom, 2 bath, unfurnished. Yearly lease. Phone 7479 or 2727.

NICE Palm Desert unfurnished duplex. Fireplace, bar, patio, garage. \$75. Ph. 76-3913.

\$35 MONTH. HOUSE CLIFF'S STABLES PHONE 6918

BRAND new 1 bedroom house, unfurnished. 511 Calle Amigos.

NEW FURNISHED 1 BEDROOM HOUSE Phone 76-4411 Palm Desert

3 LARGE rooms, furnished garage. Reasonable for year's rent. Phone 2127.

FURNISHED 1 BEDROOM Duplex. \$150 month. Close in, quiet. 562 Calle Ajo. Ph. 7846

## Trailer Rentals 45

18 FOOT aluminum with refrigerator and range. Completely furnished. Palm Springs Trailer Corral. Phone 5435.

FURNISHED trailer, private toilet. Utilities paid. \$40 mon. 64463 Dillon Road. No. P.S.

ROOMY trailer. Refrigerator. Reasonable. Phone 4641

## Household Goods 50

Factory  
Furniture Outlet  
FORMERLY  
Maker's Desert Furniture  
BRINGS you tremendous savings in factory close-out, warehouse salvage and all round sharp bargains in anything for the home or motel. Quantity discounts for motels.

## Factory Furniture Outlet

Dillon Road, N. Palm Springs  
Phone D.H.S. 4-2616

## NEW FURNITURE

New box spring and mattress set \$39.50 up. Guaranteed. Old reliable company. Wrought-iron, good selection. Chinese Peel-Fibre rugs. Armstrong rugs, carpeting, hamp, chairs, sectional divans, hideaways, studio couches, lamps, baby furniture, stoves, refrigerators, a complete line of unpainted furniture. Will finish.

USED FURNITURE  
BIG SELECTION  
Piano, good condition, \$125.

RAMON TRADING POST  
Corner Ramon & Sunrise Way  
Phone 2173  
We BUY, SELL AND TRADE

FINEST in Antiques; furniture, china, glass, bric-a-brac, clocks, hanging lamps. Open daily except Wednesday.  
KNOLL HAVEN ANTIQUES  
313 So Fremont Street  
Off Hwy 99, between Redlands and Beaumont.  
Yucaipa, California  
Phone Yucaipa 7-3653

NEW SEWING machines. \$94.50 up. Used \$10 up. Rentals \$5 per month. Guaranteed repairing. SINGER SEWING MACHINE CO., 45-435 Jackson, Indio. Phone Zenith 3791.

ALMOST new sewing machine, refrigerator, gorgeous drapes, spreads, slip covers, club chair. 435 Via Miraleste. Phone 3029

8 CUBIC FOOT refrigerator. Excellent condition. \$50. Evenings after 5 p.m., 423 1/2 E. Andreas Road.

USED ELECTRIC range and washing machine. Good condition. Phone Bill Schwarz, 2334.

SPINET TYPE piano, beautiful hand carved mahogany case and bench, only \$450. Call Palm Springs 8-4691 or 8-5022

ELECTROLUX vacuum cleaner, all attachments, A-1 condition. Will demonstrate. Ph. 8-3243.

2 USED washers \$65 each. Good condition. Phone 2066. 360 N. Palm Canyon Drive.

SHEETS 75c. Beds \$1. Gas heaters, \$3. Blankets, \$3. Radios, etc. Ph. 2957 or 9053.

## Trailers for Sale 51

27 FOOT, used 3 months. Sacrifice \$2250. Shower, toilet, deluxe stove and refrigerator twin sinks, hot water heater. A real buy. George Haller, Deluxe Trailer Park, Cathedral City. Will consider trade on property.

1954 AIRSTREAM - 22 - \$2895. Glidewell 35 foot. Built in Banning. Why not have your next trailer custom built at regular price?

AUTO TRAILER EXCHANGE  
1065 E. Ramsey, Banning Calif

IS YOUR TRAILER FOR SALE? If so, PAVNY can turn it into cash for you. Call PAVNY BUREAU & TRAILER SALES 1001 S. Palm Canyon Dr. Ph. 7342.

29 FOOT Roadmaster trailer, like new. Picture windows, shower and toilet. The best buy in Palm Springs. Tony Holbek, Tramview Trailer Park.

AIRSTREAM TRAVELEZE  
Good used one \$390 up.  
LET US SELL YOUR TRAILER  
70-210 Hwy 111  
One mile east of Cathedral City

26 STREAMLITE trailer complete with tamard, and awning. Priced right. Desert Trailer Village, 432 E. Andreas.

27 FOOT Roadmaster. New, has everything to make you happy. Must sell, leaving for Honolulu. McKinney Trailer Court.

1952 BOLES, 20 foot aircraft riveted. Twin beds, electric water heater. Leslie Murray, Ramon Trailer Park.

AIRSTREAM 1954, 21' Good used trailers, 14' to 30' Auto Trailer Exchange, Inc. 1065 E. Ramsey, Banning

## The Desert Sun—5c

and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

## Trailers for Sale 51

TRAILER estate in Rancho Park completely equipped. Lot 82D. Cummings, 1563 Palm Canyon Drive. Ph. 5315.

952 - 29 FOOT Kit. New 25'x9' awning. Slmp Dolly. On beautiful lot 114 S. Calle Encilla, Trailer Corral. \$3095.

35 FOOT Royal Spartanette. New condition. Priced to sell. Charlesworth Tract, end of Bel Aire Drive. Cathedral City.

29 FOOT Roadmaster House trailer '53. Like new. Modern. Space 23, Desert Trailer Village.

14 FOOT TRAILER. GOOD CONDITION. LEAVING. SELL CHEAP. LOT 41, 432 E. ANDREAS ROAD

1952 HANSON, 28 foot, like new. Completely equipped bathroom, large fenced in lot. Reason



Used Cars For Sale 70

## THIS WEEK'S SPECIALS

### 1949 CHEVROLET

Club coupe, motor in excellent condition, radio.  
\$795

### 1937 CHEVROLET

Excellent transportation  
\$50

**Ed Thompson**  
**DeSoto-Plymouth**

682 S. Palm Canyon Drive  
Phone 7022

1948 CHEVROLET  
CLUB coupe. Beautiful original paint. Seat covers, heater, 21,000 miles. One owner car and a real buy at \$695.

**STACK CHEVROLET**  
330 Sunny Dunes Rd. Ph. 2042

1950 FORD Tudor. Good condition. New tires. Radio, heater. For quick sale, \$875. Owner, phone 4409 or 5129.

1947 Cadillac  
Inquire  
650 No. Palm Canyon Dr.

### Automobiles Wanted 71

WANTED — 1951 CADILLAC, 4 door sedan or DeVille Trade 1952 Studebaker V8, 4 door sedan, loaded, like new. \$1000 cash difference. See manager at Horizon Trailer Village.

### Automobile Service 72

**HERTZ**  
**U-Drive Cars**

Day or weekly rates  
182 E. ARENAS ROAD  
PHONE 5122

**U-DRIVE CARS**  
For rent—Day or week  
Tanner's El Mirador Garage  
Phone 2111

### Legal Notices 75

NO. 134  
NOTICE OF TRUSTEE'S SALE

As Trustee under Deed of Trust made by Alex Reid and Dorothy Reid, husband and wife, October 1, 1944, recorded November 14, 1950 in Book 1220 page 69 in the Official Records of the Recorder's Office of Riverside County, California, securing among other things a promissory note for \$5,000.00 in favor of Wayne D. Johnson and Norton Beverly Barber, the United Title Guaranty Company, a corporation, on February 25, 1954 at 10:00 o'clock A. M. at the County Court House, in the County of Riverside, State of California, will sell all right, title, and interest conveyed to and now on said date held by said corporation under said Deed of Trust in the real property situated in the County of Riverside, State of California as described as follows:

Lot 7, Indian Trail Tract as shown by Map on file in Book 12, page 40 Maps Records of Riverside County, California.  
Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession or encumbrances, to pay the balance of principal of said note, together with interest due thereon, advances, if any, under the terms of said Deed of Trust, fees, charges and expenses of the Trustee and of trust created by said Deed of Trust.  
The beneficiary under said Deed of Trust by reason of a breach of default in the obligations secured thereby heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale and written notice of breach and election to cause the undersigned to sell such property to satisfy said obligations, and thereafter on September 18, 1953, the undersigned caused said notice of breach and election to be recorded in Book 1509 page 316 Official Records in said Recorder's Office. Witness the Corporate Seal of the United Title Guaranty Company, Trustee, by its officers thereunto duly authorized, this 21st day of January, 1954.  
By Robert W. Child, Asst. Secretary (SEAL)  
Published in Desert Sun Jan. 26, Feb. 4, 11, 18, 1954.

No. 119  
NOTICE OF SALE OF REAL AND PERSONAL PROPERTY AT PRIVATE SALE

IN THE SUPERIOR COURT OF THE STATE OF CALIFORNIA IN AND FOR THE COUNTY OF RIVERSIDE  
In the Matter of the Estate of WILLIAM NORMAN JUPE, sometimes known as WILLIAM N. JUPE, sometimes known as NORMAN WILLIAM JUPE.  
Deceased.  
NOTICE IS HEREBY GIVEN that Ben F. White, as Administrator With the Will Annexed of the Estate of WILLIAM NORMAN JUPE, sometimes known as WILLIAM N. JUPE, sometimes known as NORMAN WILLIAM JUPE, deceased, will sell at private sale to the highest and best bidder, upon the terms and conditions hereafter mentioned, and subject to confirmation by the Superior Court, on the 10th day of February, 1954, at the hour of 10:00 A. M., or thereafter within the time allowed by law at his office in the Court House, Tenth and Main Streets, Riverside, in the County of Riverside, State of California, all right, title, interest and estate of the above named decedent at the time of his death and all right, title and interest that said estate has acquired by operation of law or otherwise, other than or in addition to that of said above named decedent at the time of his death in and to the real and personal property described as follows:

Parcel of improved real property situated at 241 Overlook Road, City of Palm Springs, County of Riverside, State of California, more particularly described as follows:  
The West Half of Lot 2, all of Lot 4, and the East Half of Lot 5 in Block 7 of Palm Canyon Mesa Tract, as shown by Map on file in Book 12, Pages 52-56 of Maps, in the office of the County Recorder of the County of Riverside, State of California. The personal property to be sold is described as follows:  
Miscellaneous household furniture and furnishings located in the residence at 241 Overlook Road, Palm Springs, California.  
The personal property herein described has been, during the lifetime of said decedent, and now is, used upon and in connection with the use of the real property above described, and said real property and personal property will be sold as a unit and under one bid in accordance with the provisions of Section 145.4 of the Probate Code, respectively. Bids or offers to be in writing and will



**PASSES CHOCOLATES** — Barbara Joan Marsh passed the chocolates at Scripps College to announce her engagement to Richard Lowe. They plan a summertime wedding.

## Barbara Joan Marsh to be Married to Richard Lowe

Scripps College coeds learned of the engagement when Barbara Joan Marsh offered chocolates to announce her plans to be the bride of Richard Lowe this summer.

Barbara Joan is the daughter of Mr. and Mrs. Murray Bryan Marsh of Seattle and Palm Springs, and her fiancé is the son of Mrs. John C. Lowe of Seattle and the late Mr. Lowe.

## Hostess Trio for Birthday Luncheon Today

Mesdames Frederick Watson, Josephine McCauley and Florence Bacon will be co-hostesses for the sixth annual Birthday Luncheon to be given at El Mirador today by the Cahulla Chapter, Daughters of the American Revolution. Luncheon time is 12:30 p. m.

Mrs. Edgar Atkinson Fuller, a member of the national D.A.R. board, will be the speaker.

## Lake County Breakfast Plans Changed

Plans for the third annual Lake County breakfast this Saturday have been changed so those attending may see the parade.

Instead of having the breakfast at Sunny Cove, all Lake Counties are invited to gather at El Mirador, where Jack Boyer will serve a chuckwagon breakfast at 9 a. m. The parade, which forms at El Mirador, will start at 10:30.

Thirty-five Lake County residents attended last year's breakfast and more are expected this year. Reservations, open to all Lake Counties, may be made by calling Paul Keil, 2555.

## Untermeyers Are Dinner Hosts

Mr. and Mrs. Alvin Untermeyer, who are in residence in their beautiful home back of the Desert Inn, were hosts to a number of their friends at the Racquet Club's buffet dinner dance Sunday evening.

Guests included Mrs. C. F. Blue, Jr., who returned to the desert this week, her brother and sister-in-law, Mr. and Mrs. John W. Stroh, of Grosse Pointe, her nephew Gari Stroh also of Grosse Pointe, and Mr. and Mrs. John Shenfield of Detroit, Michigan.

### Legal Notices 75

be received at the aforesaid office at any time after the first publication of this notice and before making said sale.  
TERMS OF SALE: Cash in lawful money of the United States, ten per cent (10%) of the purchase price to be paid at the time of sale; balance on confirmation of sale, or as may be contracted for.  
The undersigned reserves the right to reject any and all bids and further reserves the right to sell the above described real and personal property separate or as a unit with all or any part of said personal property.  
The purchaser is to assume the payments of, and take the property purchased by him, subject to encumbrances of record and all State and County taxes and assessments of whatsoever nature which now are or may hereafter become chargeable to or a lien against the property purchased by him.  
DATED this 13th day of January, 1954.  
Administrator With the Will Annexed of the Estate of William Norman Jupe, etc., Deceased:  
EARL REDWINE and  
MAURICE C. SHERILL,  
Security Title Insurance Bldg.,  
3610 Eighth Street,  
Riverside, California  
Attorneys for Administrator  
With the Will Annexed.  
Published in Desert Sun Jan. 21, 25, 28; Feb. 1, 4, 8, 1954.

## Palm Springs Can Outstar Hollywood

Palm Springs undoubtedly outstarred Hollywood this week, with dozens of the glamour capital's top stars in Palm Springs for everything from vacationing, to watching and participating in the golf play, to hours of fun on tennis courts or just plain enjoying the resort's wonderful weather.

A large number of them made the Racquet Club their headquarters or dropped in for tennis, dinner or dancing. Among these were Mr. and Mrs. Samuel Goldwyn, who returned to the Club where they are spending a month after a few days in Los Angeles, Mr. and Mrs. Lee Bonnell (Gale Storm), Burt Lancaster, Gordon MacRae (he was in the golf tournament, and after the arrival of his new son or daughter hopes to relax for a month in the desert), Bob Stack, Dinah Shore and George Montgomery who were enjoying tennis play, Mr. and Mrs. William Gargan, Mr. and Mrs. Sol Lesser who were weekending at their Village home, Fernando Lamas who dropped by with his Village friends Mr. and Mrs. Ernest Dunlevie, Byron Palmer with pretty Ruth Hampton who is his fiancée, Mitzie Gaynor and her fiancé Jack Bean as well as Anne Francis and the other pretty young starlets who were down for the weekend fashion shows at the Women's Club and the Tennis Club. Don Haydon who was escorting attractive red haired Carol Ann Beery, Anita Louise with her husband producer Buddy Adler.

**Phone Your News 2249**



**NATIONAL OFFICER** — Mrs. Edgar Fuller, member of the national board of the D.A.R., who will be the speaker when Cahulla Chapter holds its Sixth Annual Birthday Luncheon this afternoon at El Mirador.

**Congratulations to the Palm Springs Mounted Police**  
A fine group of unselfish men for their constant service.

**Wishing them a World of Success with their 14th Annual RODEO**



"Where Money Grows Faster"

176 S. Indian Avenue  
Phone  
Palm Springs 2954

45-149 Smurr Avenue  
Phone 7-3416 Indio



**AN ANNOUNCEMENT** — Donald Duncan (Parking Meter King), on right, has told friends that he is engaged to the lovely young French girl Paulette Degioanni who is seated

next to him. To the left are the John McNabbs (he is the well-known yachtsman, who owns the Honolulu yacht race trophy, after winning it three years in a row.

## Racquet Club is Scene of Dinner Parties

A number of small but delightful dinner parties took place at the Racquet Club this week. Mr. and Mrs. Nate Milnor, who but recently returned from South America and opened their desert home, entertained for Mr. and Mrs. Edwin J. Beinecke of New York, Mr. and Mrs. Nathaniel Dumont hosted Mr. and Mrs. Bruce Kellogg, while Mrs. Horace Armstrong entertained for Mr. and Mrs. Zebulon P. Owings of Santa Barbara and Mrs. Bruce Burritt.

Mr. and Mrs. H. W. Dougherty, who are here as the guests of Mr. and Mrs. F. C. Dougherty, their parents, had as their guests for dinner and dancing Mr. and Mrs. Paul Johanning and Mr. and Mrs. Al Curran.

Mr. and Mrs. Alden Pearce, two of Los Angeles' most delightful members of the younger set, played hosts to the Village's distinguished visitors Mr. and Mrs. Kenneth Murray of Scotland, Mr. Murray, who contracted pneumonia enroute to Vancouver from Australia, has been recuperating in the desert before returning to Scotland.

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